

DRFC 2023

Annual General Meeting (AGM)

Starting @ 7pm



Agenda



- **Introduce the DRFC Board Members**
- **Explain the DRFC Board Operation & Setup**
- **Goals and direction of DRFC**
- **Team address DRFC Membership (Adult Teams, High School, Youth Teams, Flag and Alumni)**
- **DRFC Committees present plans**
 - **Financial Picture and Outlook**
 - **Fundraising: Strategy and common goals**
 - **Recruitment: For the club and teams**
 - **Facilities & Operations**
 - **Events: Recent and Future**
 - **Communications: Platforms and strategy**
 - **Teams coordination: A board to serve the teams, and not the other way**

The Board + Operations



Chairperson

(Doug Ortiz)

Chairperson@doylestownrugby.com

- Oversee chairs
- Keep regular meetings

Secretary

(Kate Coyle)

secretary@doylestownrugby.com

- Meeting Minutes
- Maintain By-Laws

Finance/Treasure

(Pat McDonald)

treasurer@doylestownrugby.com

- Monthly reporting
- Pays/collects bills/debts

Facilities

(Mike McCandless)

facilities@doylestownrugby.com

- Ensure Field quality
- Property Improvements
- PoC for Männerchor
- Field Schedule

Communications

(Julian Bellmann)

communications@doylestownrugby.com

- Develop & Maintain Social Media
- Maintain Web Page
- General club communications

Fundraising

(Bill McCoach + Open1)

fundraising@doylestownrugby.com

- Scholarship development
- Field Stability funding
- Target specific fund raising

Recruiting

(Chris Bone + Open1)

- Marketing for new players
- Recruit 'Club' support

Team Chairs

(Grayce Fjeld + Doug Ortiz)

- Communications between teams and board
- Formal review with teams 2x year

Event Chairs

(Bill McCoach + Chris Bone)

events@doylestownrugby.com

- Coordinate Events
- Oversee Reunions

Board Members and Terms



Name	Duration (years)	Position
Doug	3	Chairman Teams Chair 2
Kate	3	Secretary
Pat	3	Treasurer
Mike	2	Facilities
Bone	2	Recruiting 1 Events 2
Bill	2	Fundraising 1 Events 2
Julian	1	Communications
Grayce	1	Team Chair 1
<u>Open</u>	<u>1</u>	<u>Fundraising 2</u> <u>Recruiting 2</u>

- Every year starting in 2024, 3 Positions will be open on the board for election at the AGM (January every year)
- The positions that will be open for election will be communicated to the DRFC Community 90 days in advance to the AGM
- In case of a board member steps down, an interim will be confirmed by the board, and the formal position will be available the upcoming AGM
 - The position term will be the balance of the original members term



- Expand Membership (Players+ Community)
- Long-Term Field Stability
- Community Outreach
- Coordinated fundraising for all key objectives
- Cross-Club Collaboration + transparency

Top Goals

Mission Statement

To grow and promote Doylestown Rugby through an inclusive, family-oriented community that extends beyond Doylestown. Building a culture that emphasizes friendship, leadership, and sportsmanship so that all members can improve and be successful on and off the field



Why do we even need a board?

- Long-Term Field Stability

Optimized relationship with the Mannerchor

- Coordinated fundraising for all key objectives (inclusive of the above point)
- Cross-Club Collaboration + transparency

Streamline common platforms, and enhance our branding

What has been done in 2022?

- New Goal Posts
- Club Coordinated Events (D-Town Day, GrillFest, Holiday Party, Flyers)
- Coordinated Fundraising for Jerseys
- Website Conversion for better team use and ownership
- Club-wide TeamSnap for registration and communication (what is [TeamSnap?](#))
- Gary Smith Scholarships fundraising and administration



Teams' Address

(highlights and comments to the community)

- Women's Team
- Men's Team
- HS Girls Team
- Boys Team(s)
- Flag
- Alumni



DRFC Financials

Chairs: Pat McDonald
treasurer@doylestownrugby.com

DRFC Board Financial Statement - As of 1.30.2022



Scholarship Fund Balance	\$3,405
Capital Campaign Fund Balance	\$20,439
Jersey Sponsorships to be Paid Out	\$4,790
Shed Fundraiser	\$650
General Fund	\$9,703
Reunion Bank Account (Old Boys/Ancients)	\$5,200
Total Assets	\$44,187

- Total Yearly Expenses:
 - Website \$ 720
 - Field Rent \$ 7,200
 - Little Green Light \$ 421
 - Fertilizer \$ 1,500
 - Field Equipment \$ 500
 - Team Snap \$ 2,182
 -
 - Total Expenses \$ 12,323

- Total Dues Collected from Teams:
 -
 - \$13,150
 -
 - Slight surplus for overages
 - (\$900)



DRFC Communications

Chairs: Julian Bellmann

communications@doylestownrugby.com

Committee Members: Doug Ortiz



Communications Strategy

- Website:
- Team Communications (TeamSnap)
- Social Media



DRFC Fundraising

Chairs: Bill McCoach; Open 1
fundraising@doylestownrugby.com

Committee Members: Doug Ortiz, Chris Bone, Pat McDonald, Mike Bondar



Fundraising 2023

Overview of needs (why we need to raise funds)

- **Operational Costs to maintain current Pitch (~\$20,000)**
 - Funded through player dues
- **Field fund/ field security**
 - Field improvement and long term field plan(purchase property)
- **Capital Investments and club operations costs (\$6,000)**
 - Website
 - TeamSnap
 - Equipment (Lights, scrum sleds, shed)
- **Gary Smith Scholarship (\$3k)**
 - Funded through 2SP



Fundraising Strategies for 2023

Building the DRFC community

- Field fund/ field security (currently at \$20k in 3 years)
 - \$2k per month in recurring donations (\$24k per year)
 - Club wide merchandise sales
 - Spring/Fall home match weekends
 - Possible summers 7s Tournament
- Capital investments(pitch lights, scrum sleds, shed)
 - Person-person ask(i.e. Raising money for new posts from the Ancient Dragons)
 - Club wide merchandise sales
 - Spring/Fall home match weekends
- DRFC board operational costs
 - Schwabby and Verizon
 - Pull from other fundraisers



Fundraising Strategies for 2023

- **Grow the Committee**
 - We need Volunteers!
 - To support campaigns,
 - To reach out to companies and other organizations
- **Short Term Small Fundraisers**
 - Minor surplus from events and merchandise
 - Program sponsorship with DRFC Community companies
- **Create mid-term and long-term Capital Campaigns**
 - DRFC website: Connect-friends of DRFC-Capital campaign
 - *Building for the future* options with subscription plan (recurring donations)



DRFC Recruiting Strategy

Chairs: Chris Bone, Open1

Committee Members: Chris Bone, Pat McDonald, Mike Bondar



Recruiting Goals for 2023

- **Expand overall player membership**
 - List of HS athletic directors in the Google Drive DRFC Recruitment Folder (Shannon Catterall)
 - DRFC job/volunteer recruitment for college players and adults (Pat McDonald)
 - Work from home in dtown area, play rugby
- **Expand club membership**
 - Volunteer Sheets at Events
 - Awareness
 - Website pages with ideas and a schedule of Monthly/Bi-Monthly calls to join
- **Expand overall club support (committee participation)**
 - DRFC Professional Network



DRFC Facilities + Operations

Chairs: Mike McCandless
Committee Members: Freddy, Doug



Facilities Targets for 2023

- Get Teams back on regular payment plan per team membership
- Equipment Protection
 - Investigate and coordinate 'equipment shed' update
- Ensure Field Quality
 - Seeding, aerating (if required)
 - Coordinate the field use with all the teams (not only days/times, but sharing the facility)
- Keep in Good Standing with the Männerchor
 - Regular contact
 - Keep payments on time
- Start to develop a Long-Term Field Stability committee



DRFC Events

Chairs: Chris Bone + Bill McCoach

events@doylestownrugby.com

Committee Members:



Events from 2022

- Youth Programs' Day/Spring home matches + Gary Smith Scholarship Award
- D-Town Day (A family oriented Fall Season Kick-Off)
- GrillFest + Doylestown Pub Crawl (Oct 30th)
 - Final Home Match for Men's + Women's Team
- Doylestown Rugby Holiday Party



Event Targets for 2023

- Flyers Event (Executed)
- Spring Team's Day + Gary Smith Scholarship Award (date TBD, Spring)
- High-School 7's Tournament (date TBD, June)
 - Bring back Men's and Women's team seven's invitational!?
- D-Town Day (Aug/Sept)
- Fall Homecoming
- Holiday Party (first or second week of December)
- MLR road trip to DC. (Root for Doylestown's own Mike Weir)
- Prepare for the 50th in 2024



DRFC Team/Club Connection

Chairs: Grayce Fjeld, Doug Ortiz

Committee: Teams' President, Coach, Captain (respectively)

Womens: Rachel Dayton, Gavin McCandless, Maddie Groeninger

HS Girls: Kate Coyle/McKenna, Stacy Mancuso & Shane Flynn

Mens: Jeremy Ault, Dave Kornock, Freddy Frederick

HS Boys: Mike McCandless, Mike McCandless

Flag: Mike McCandless, Chris Amoratis

Alumni: Dodd Stretch, , John Merz



Team Connection Goals for 2023

- Officially meet 2x a year
 - Club vision to teams
 - Club to hear team needs and feedback to the club
 - Maximize DRFC communication and remove barriers

Highlights from Team/Club Connections

What is our Social Media campaign?

Community outreach?

What is the board's goals? How can we be informed?

Recruiting and team expansion

How to harmonize pads, and field needs?



AGM Closing

Thank you for your continued support.

Please consider joining a committee as a part-time supporter! Your club needs your engagement and skills!