

**DRFC 2024**

**Annual General Meeting (AGM)**

**Starting @ 6:30pm**



# DRFC at a glance in 2023

- **January:** AGM 2023 at CB West
  - Added TeamSnap for the club (all teams using it) & improved website
- **February:** Added Phil Russo to Fundraising Chair
  - 6 Nations Matches Penn Tap Room
- **March:** Spring Rugby kicked off
  - Dine + Donate (Bagel Barrel \$500)
- **May:** Dine and Donate (Love Bird ~\$200)
  - Fixed Driveway potholes
  - Gary Smith Awards to High School players
- **June:** Doylestown youth: Dragons Breathe 7s Tournament
- **September:** D-Town Day
- **October:** New pad shed delivered, and installed
  - Pallet of Cheer Raffle (\$2610 sold)
  - Dine + Donate (Bagel Barrel \$500)
- **December:** Holiday Party (81 in attendance)



# Gameplan

- **DRFC Mission, Goals, and areas of improvement**
- **Team address DRFC Membership** (Adult Teams, High School, Youth Teams, Flag and Alumni)
- **DRFC Committees present plans**
- **Board Member openings and voting**

**Board hangs around for fireside chats**





# 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

## Top Goals

- Expand Membership (Players+ Community) 
- Field Stability 
- Coordinated fundraising 
- Cross-Club Collaboration + transparency 
- Community Outreach 

# The Board + Operations



## Chairperson

(Doug Ortiz)

[Chairperson@doylestownrugby.com](mailto:Chairperson@doylestownrugby.com)

- Oversee chairs
- Keep regular meetings

## Secretary

(Kate Coyle)

[secretary@doylestownrugby.com](mailto:secretary@doylestownrugby.com)

- Meeting Minutes
- Maintain By-Laws

## Finance/Treasure

(Pat McDonald)

[treasurer@doylestownrugby.com](mailto:treasurer@doylestownrugby.com)

- Monthly reporting
- Pays/collects bills/debts

## Facilities

(Mike McCandless)

[facilities@doylestownrugby.com](mailto:facilities@doylestownrugby.com)

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

## Communications

(Open) (Julian Bellman)

[communications@doylestownrugby.com](mailto:communications@doylestownrugby.com)

- Maintain Web Page
- Club communications
- Create Social Media Content
- Update Google Drive (help others load content)

## Fundraising

(Bill McCoach + Phil Russo\*)

[fundraising@doylestownrugby.com](mailto:fundraising@doylestownrugby.com)

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

## Recruiting

(Open)

- Marketing for new players
- Recruit 'Club' support

## Team Chair

(Open)

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

## Event Chairs

(Bill McCoach + Chris Bone)

[events@doylestownrugby.com](mailto:events@doylestownrugby.com)

- Coordinate Events
- Oversee Reunions

Open Position



# Board Members and Terms

Name	Years left in term	Position
Doug	2	Chairman
Kate	2	Secretary
Pat	2	Treasurer
Mike	1	Facilities+Operations
Bone	1	Events 1
Bill	1	Fundraising 1 Events 2
Julian	0	Communications
Grayce	0	Team Chair
Phil Russo	0	Fundraising 2
OPEN	0	Growth (Recruiting)

- Newly elected members having 3 year terms
- In case of a board member steps down, an interim will be confirmed by the board for the remainder of the previous member's term.



## 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](mailto:treasurer@doylestownrugby.com)

# DRFC Board Financial Statement - As of 1.31.2024



Scholarship Fund Balance (through donations)	\$3,543
Capital Campaign Fund Balance (through fundraisers)	\$21,050
General Fund	\$9,735
Reunion Bank Account (Old Boys/Ancients)	\$5,200
<b>Total Assets</b>	<b>\$39,528</b>

- Total Yearly Expenses:
  - Website \$ 750
  - Field Rent \$ 7,200
  - Little Green Light \$ 430
  - Fertilizer \$ 2,000
  - Field Equipment \$ 500
  - TeamSnap \$ 2,120
  - -----
  - Total Expenses \$ 13,000
  
- Total Dues Collected from Teams:
  - \$13,300
  - -----
  - Slight surplus for overages
  - (\$300)



# DRFC Events

Chairs: Chris Bone + Bill McCoach

[events@doylestownrugby.com](mailto:events@doylestownrugby.com)

Committee Members:



## Event Targets for 2024

- 6-Nations at Penn Tap Room
- 50th Anniversary Memorial Day weekend 2024
- High-School 7's Tournament (date TBD, June)
- D-Town Day (Fall Homecoming)
- Holiday Party (first or second week of December)



# DRFC Communications

Chairs: Julian Bellman

[communications@doylestownrugby.com](mailto:communications@doylestownrugby.com)

Committee Members: Doug Ortiz



# Communications Update

- Website Update:
  - Linked with TeamSnap - calendars automatically update
  - Linked to Google Analytics - Website analytics including real time users
- Team Communications (TeamSnap) Update:
  - All teams utilizing TeamSnap “programs”
    - Over 430 members registered
  - Bank accounts linked to each team
  - This spring should conclude having all registration and club dues paid through TeamSnap
- Social Media Update:
  - Most teams have a rep handling their social media accounts producing content appropriate for their target audiences



# Communications Strategy

- Google Drive:
  - Have more people use the google drive
  - Any and all content is welcome (ie. photos / videos / social media creations / etc.)
  - If you want permission to upload your content, please reach out!
- TeamSnap:
  - Continue using TeamSnap for any/all your teams needs
- Social Media:
  - Continue having members of teams manage their own content
  - If others are interested, please reach out to the communications chair or their team personnel
- Email Groups / List Serves
  - Move list serves with contacts over to new google suite (if not there already)
- Other communication goals suggestions, please reach out and we'll discuss!



# DRFC Fundraising

Chairs: Bill McCoach; Open 1  
[fundraising@doylestownrugby.com](mailto:fundraising@doylestownrugby.com)

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



# Fundraising Strategies for 2024

## *Building the DRFC community*

- Make events low cost for DRFC Community to participate
  - Offer methods to optionally earn a profit
    - Merchandise sales
    - Donations
- 2 Large Fundraisers each year -> Target \$5k or larger
  - Fall: Pallet of Cheer (performed about \$2k, has potential for \$4k, \$5k)
  - Spring: Golf outing or Cowplop (other organizations have earned +\$15k each)



# DRFC Recruiting Strategy

Chairs: Chris Bone, Open1

Committee Members: Chris Bone, Pat McDonald, Mike Bondar



# Recruiting Goals for 2024

- **Have a dedicated Board member just to Recruiting**
  - Have each team nominate a recruiting contact to form committee to address all team's personas
- **Expand overall player membership**
  - Improve on our already 'better' use of social media
  - Select 2 Events each year to have a DRFC promotion at
- **Target: Grow membership by an average of 10% across the organization**



# DRFC Facilities + Operations

Chairs: Mike McCandless  
Committee Members: Freddy, Doug



# Facilities Targets for 2024

- Get Teams back on regular payment plan per team membership
- 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



# Board Nominations/Confirmations

- Communications Chair
  - Julian Bellman (confirmed)
- Fundraising Chair
  - Kevin Reilly III (confirmed)
- Teams Chair
  - Sarah McCandless (confirmed)
- Recruiting Chair
  - Maddie Groninger (confirmed)