



World Cup Community Engagement EXEC SUMMARY

This is a summary of a workshop with the network of Rush clubs discussing some of the challenges, questions and thoughts that local clubs are thinking about with regards to Community Engagement.

1. Engaging Own Membership

- **Key Ideas:**
 - Utilize **direct communication** through emails and town halls to identify initial interest.
 - Conduct **membership surveys** to understand preferences and gather data for targeted programs.
 - Organize events such as **mini World Cups** with themed teams, tailored jerseys, and community involvement.
 - Leverage **local TV stations and social media** for awareness.
 - Collect additional information during **registration** to learn more about member backgrounds and skills.

2. Reaching Beyond Membership

- **Target Audiences:**
 - **Local stakeholders:** Government officials, schools, parks, and rec departments.
 - **Businesses and community groups:** Identifying associations with current membership.
 - **Media connections:** Collaborating with local TV, radio, and sportscasters.
- **Strategies:**
 - Use **QR codes and flyers** in schools and businesses.
 - Develop **relationships now** to avoid cold calls later.
 - Encourage parents to act as connectors to key community figures.
 - Collaborate with schools to integrate soccer into **PE curriculums** for continuous engagement.

3. Support Needed for Expansion

- **Resources:**
 - Enhanced **marketing efforts** to bridge gaps between clubs and community leaders.
 - Partnerships with **chambers of commerce**, state organizations, and associations.
 - Support from **state associations** for ongoing or planned World Cup-related events.

Areas for Action:



1. Establish a **structured plan** for engaging members through internal events and programs.
2. Build **strategic relationships** with external stakeholders and community groups.
3. Focus on creating a **comprehensive marketing and communication strategy** leveraging all available channels.