

**-- SAMPLE COVER LETTER TO ATHLETIC ADMINISTRATOR --**

Date

Dear \_\_\_\_\_;

This letter is written to recommend that the \_\_\_\_\_ Women's Rugby program be considered for varsity status. I/We believe Women's Rugby will be recognized as a NCAA sport within the next few years because of the growing interest nationally, large squad sizes and reasonable costs.

Included in this packet, you will find a copy of our current club bylaws, a brief synopsis of pertinent NCAA sport-specific regulations for women's rugby, a projected five-year budget, competition schedules, and other materials in support of this petition.

*Sample Points to Include:*

**Members / Competitions**

- brief outline of team's history/tradition, any notable players or team accomplishments, average number on roster
- current conference alignment with status of league members, plans to expand

**Fundraising / Program Expenses**

- goals, efforts to date, fundraisers, establishment of booster groups (alumnae base / supporters), camps and/or clinics, plans to generate revenue/offset expenses
- average cost for the season and how this is met
- established alumnae group of \_\_\_\_ members, annual alumnae/booster event, methods of communicating w/ supporters (e-newsletters, facebook, website)

**High School Athlete Pool**

Rugby was rated among the fastest-growing sports on college campuses in America in 2011 by the Sporting Goods Manufacturers Association, and participation numbers are equally impressive in the high school division. As youth and high school participation grows, there is a corresponding increase in the number of "veteran" rugby players entering the college ranks. More and more young women are playing rugby before they graduate from high school and look for universities which offer the sport. Sponsoring a varsity women's rugby program becomes a differentiating asset for a university.

**7's Rugby - Olympic Sport**

With the addition of Rugby 7s to the Olympics in 2016, the university may see some of its student-athletes representing the USA in pursuit of Olympic glory. There will be increased opportunities for rugby players internationally, even in non-Olympic years.

**Title IX**

Currently, several universities are being investigated for Title IX compliance. OCR has required institutions to look at adding women's programs to get closer to compliance with Title IX. Adding women's rugby will create an opportunity for 30-40 female students, and the cost is reasonable (will not require a new or separate facility or locker rooms, etc.). The growth in the youth and high school ranks, the number of participants on a roster, and minimal start-up costs (in a challenging economic time) makes this sport a strong possibility for institutions to add.

**Current NCAA / Campus Presence**

Five universities currently have women's rugby programs recognized as varsity by the NCAA: Bowdoin, Norwich, Eastern Illinois, Quinnipiac and West Chester, with another dozen programs under consideration across the nation. Currently 347 institutions field a competitive women's rugby club.

**Action Plan**

- Request letter of commitment from the Athletic Department confirming a clear three-to-five-year plan to transition the women's rugby team from club to varsity status.

We appreciate your time and look forward to meeting with you again to discuss our next steps.

Sincerely,

Name (s)

Title - Women's Rugby Coach / Team Captain(s)

Contact Info (phone number, e-mail address)