Retention Plan Table Template

***Outcome 3***

***(Support)***

**Outcome 2**

***(Education)***

**Outcome 1**

***(Environment)***

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| **Retention** | **Strategies** | **Actions** | **Responsibilities** | **Resources** | **Budget** | **Timeline** | **Review & Goal** |
| ***Example Retention Plan Content*** | | | | | | |
| *Maintain communications with players during the off season* | *Provision of off-season team opportunities i.e. 7’s tournaments, overseas tours* | *Managers, Coaches and Director of Rugby* | *State 7’s events*  *International Rugby connections* | *Varies between each event* | *Pre and Post Season (Planning for event occurring during season)* | *Post tournament/tour player survey results* |
| *Coaches and Managers to maintain contact with players in off season i.e. messages, Christmas cards* | *Managers and Coaches* | *Timeline/ calendar of suggested contact dates* | *N/A* | *Off Season* | *Reflection of appreciation from players via member satisfaction survey* |
| *Send club updates and newsletters via email to players in the off-season break – include registration dates, appointment of coaches, important dates and events* | *Club Secretary* | *Newsletter template Canva*  *Bulk email software i.e. Mailchimp* | *Mailchimp and Cava subscription* | *Off Season* | *1 x Club newsletter sent to players per month during offseason* |
| *Keep social media accounts and website up to date with news, pictures, fixtures and event promotion* | *Club Social Media Manager* | *Facebook*  *Instagram*  *Website* | *N/A* | *All year* | *# of interactions per social media post* |
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