



## CASE STUDY: CONVERTING CONTENT INTO CASHFLOW FOR RUGBY CLUBS

THREE RED KINGS – May 2020

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**Cash flow is a major concern for clubs at present. Public health measures mean that many traditional fundraising methods are not possible. Clubs who might want to raise funds while offering value to their members could look at turning their content into cashflow.**

**Most clubs offer content to their members such as video highlights, photography, match reports and archive material. Some are looking further into live streaming and podcasting.**

**This type of content costs little or nothing to produce but can offer real value to members. What if they were willing to pay for some of it?**

**Irish Rugby:** Tom Savage is a content creator, founder of ThreeRedKings.com and a specialist in this field. Tom do you think people are willing to pay for that kind of niche style content at club level?

**TRK:** In my experience, I think people have been very willing to pay for niche content that exactly meets their needs. The direct relevance to clubs is that it works like micro-donations every month. It's a subscription more so than charity and it's possible to make decent amounts of money per year.

If you charge an amount that people can pay without really thinking about every month and got 500 patrons to subscribe, you could end up with €30,000 at the end of the year before expenses.

**Irish Rugby:** There's some great club content out there already. What kind of content should clubs be looking at for this initiative?

**TRK:** It's content that you have to be very comfortable doing week-to-week because having a consistent schedule is the most important thing. It doesn't have to be a whole lot of things. Just having maybe 3 or 4 pieces of content that you can guarantee every week will give people the feeling of value for money.



You could do a pretty rudimentary podcast or for half an hour with a USB microphone that costs around €50. Audacity is a free program you can edit it with.

OBS it's a free platform for video streaming.

With a small bit of ingenuity, you could get content to people who are abroad or have moved away. It's a way to tangibly support the club from month-to-month for people who can't physically walk through the gates.

**Irish Rugby:** Would something as simple as even just regular photographs work?

**TRK:** That would work as well. Patreon is one of the platforms I use. It gives you a really easy platform to put everything behind a paywall.

Having a digital subscription is almost like a digital season ticket. If it was looked at like that - not as charity but as a service - it could really work for people.

**Irish Rugby:** You mentioned Patreon as the platform that you use. There's obviously a charge for that. Talk to us about that.

**TRK:** I have used Patreon on since they started up. I found that there was name recognition with it because the likes of Second Captains use it. They also take care of a lot of the problems that come with setting up stuff like this. They host your podcasts for example which is a godsend. It's one of the easiest things.

The service I use costs 8% of my total monthly pledges but with that, there is customer service.

I found it very useful. There are other platforms out there. Patreon charge people in dollars so your price per month has to be reflective of that in terms of currency conversion.

**Irish Rugby:** Are there other functionalities where you could bring sponsors into the mix?

I think that it's a fantastic added bonus that you can add to your shirt sponsors or your overall sponsors into the mix.

You could start using their name as an intro to your podcast. If you were doing a live video stream, you could have their logo embedded at the bottom.

It can be a vehicle then for getting the sponsor across to another audience and to give them a feeling of value for money.



Just to summarize it is something at the very least clubs should be thinking about if they want to get ahead of the game.

How do we turn content into a valuable service? Charity can run out. You want to be able to get people to think - this isn't charity, this is a service. This is value for money and it's all about getting your cash flow up. Clubs produce this content every week.

It's about making sure you're giving people what they want and you will find people will pay for niche products that they like. This is a great way to get that cash flow option going.

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If you did not attend the event and would like to register your interest for another webinar on fundraising. email [ross.odonoghue@Irfu.ie](mailto:ross.odonoghue@Irfu.ie) with details of your club and your fundraising role with that club. If your club has a fundraising case study to share that would be of value to other clubs, please also get in touch.

*Reference to specific online platforms in the Webinar: Online Fundraising Options For Clubs or its case studies does not constitute an endorsement by the IRFU. Clubs are encouraged to show due diligence in assessing their online fundraising options and comply with all necessary regulations.*

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