

Activator Guide

Get the most out
of Conversion Zone.



RFU



uSwitch.com

In September, it all kicks off.

Welcome to Conversion Zone: the RFU's new club-cash generating initiative powered by uSwitch.com.

Your message to club members? Switch your suppliers, save on your bills and earn £££s for your local club.

Their message to friends, family and colleagues? Switch, save money and our club will earn cash from uSwitch.com.

The more people switch, the more cash your club earns. It's absolutely free and club earnings are unlimited. Read on for more details and start your Conversion Zone campaign today.

This guide will help you get the most out of Conversion Zone: earning cash for your club whilst saving people money. Inside you'll find:

A step-by-step guide to promote Conversion Zone in your club.

Information about the marketing materials included in this pack.

Handy tips on how to spread the message and earn the most for your club.



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EARNING CASH

This is the most important bit.

For every switch any person makes on behalf of your club, you earn cash from uSwitch.com.

The amount will vary depending on the product. The most common is energy (gas and electricity) but uSwitch.com also offer switches for utilities, insurance, credit cards and a huge range of other products.

Here's an example: if 100 club members complete an energy switch, and then get 2 people they know each to switch their energy – that's 300 switches. And that's a total of £3,789* for your club to spend on whatever you need the most.

That's just the beginning. The amount members can earn for the club is unlimited.

Quite simply the more individuals who switch for your club, the more money your club will make. What's more, it's unlimited.



HOW TO SWITCH

Switching is easy and absolutely free. uSwitch.com is a free, impartial online and phone based comparison and switching service that helps customers compare prices on a range of services including gas, electricity, home phone, broadband, credit card, insurance and personal finance products. The aim? To help customers take advantage of the best prices and services on offer from suppliers.

Try it yourself:

Visit www.uSwitch.com/rfu.

- STEP 1: Nominate your club**
- STEP 2: Choose what you want to switch**
- STEP 3: Kick off**

The third step will take you further into the uSwitch.com website, where you can complete the switch.

Once completed, uSwitch.com will log the switch against the nominated club.

PROMOTING CONVERSION ZONE

With this guide we have provided you with some marketing materials to help you spread the word about Conversion Zone. You'll find:

- 7 IN-CLUB AWARENESS POSTERS**
Put these up in the club house.
- 8 COMMUNITY PROMOTIONAL POSTERS**
Put these up in local hotspots.
- 200 TOP SWITCHER CARDS**
Give these to your most proactive club members.
- 48 CLUB BEERMATS**
Put these in your club bar.
- 200 FLYERS**
Give out to people visiting the club.

Find out more and get started now at www.uSwitch.com/rfu or call 0800 051 5704

Go to www.uSwitch.com/rfu and click on the **DOWNLOADS** tab. Here you'll find more ways to help you spread the switching message.



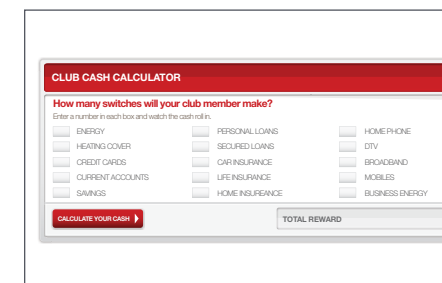
STEP 1: CHOOSE YOUR CAMPAIGN TEAM

Start with the most proactive people in the club – the ones who are more likely to get stuck in.

Select a choice team of 'activators' to help you start your own Conversion Zone campaign and then use the materials provided on www.uSwitch.com/rfu to present the idea.

One tool is the Cash Calculator which you can use to demonstrate how much money can be made from switching.

Ask all your team members to lead by example and switch.



No catch, just a switch.

STEP 2: TELLING YOUR MEMBERS

Next, ask your team to start telling the rest of the club members about Conversion Zone. Using the materials provided in this pack and on the website and by word of mouth.

Use the calculator – this is a very powerful way of getting the message across.

Tell your members to get switching and earning money for the club.

STEP 3: TELL FRIENDS, FAMILY & CASUAL SUPPORTERS

Get your members to tell their own friends, family and colleagues about Conversion Zone. Anyone who's connected to the club but doesn't play rugby, like minis' parents and drinkers in the bar.

Give your most proactive members a Top Switcher Card so they can start converting others outside of the club.

STEP 4: TELL YOUR LOCALS

Start spreading the word around the local area. Put up the posters in the local takeaways and shops.

For more guidance or information on anything to do with Conversion Zone, speak to your RFU Regional Development Officer.

Remember, switches made through Conversion Zone are unlimited, which means the amount of money your club can earn is also unlimited.

The season starts on 1st September, which means you have a headstart to begin telling your members about Conversion Zone. Get campaigning now and start the new season with a flyer!

Good luck!

You can switch :

Gas
Electricity
Credit cards
Current accounts
Savings
Personal loans
Secured loans
Car insurance
Life insurance
Home insurance
Home phones
Digital Television
Broadband
Mobiles
Travel insurance
Heating cover

No catch, just a switch.

www.uSwitch.com/rfu

All RFU registered clubs are eligible for Conversion Zone. uSwitch.com manage all switches and reports directly to the RFU. The RFU is responsible for distribution of funds to clubs. Amount of cash reward can vary.

*Average cash reward payable to a club for one energy switch is £12.89.



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