



Position Specification

President and CEO – US Rugby Foundation



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About the US Rugby Foundation

The US Rugby Foundation ("[USRF](#)") is an independent, non-profit organization which has for over six decades supported the growth and development of youth rugby in the United States. The Foundation accomplishes this by funding and promoting grassroots programs, college scholarships, coach and referee development and health and safety initiatives.

In 1963, our original founders believed the 100-year-old sport of rugby could take root in the United States. To that end, they created the US Rugby Foundation with the dedicated mission to grow and promote the sport at the grassroots level. In our first 60 years, USRF has raised millions of dollars and awarded thousands of grants to support the development of rugby in America.

Rugby is a worldwide team sport that teaches values and skills beyond the playing field. Comradery on the pitch extends for lifetimes, with relationships spanning generations. The USRF has helped American children and teens build character from the values instilled by rugby, including teamwork, decision-making, leadership, responsibility, commitment and respect.

The inherent unselfishness of the sport – individual brilliance is secondary to the collective effort – combined with strategic unity and a diversity of roles, develops men and women skilled in communication, influence, partnership and grit. These are all characteristics essential to success throughout life.

"When you experience a scrum from the inside, there's nothing more beautiful than feeling the eight people locking up their arms together and moving together in absolute coordination," says Brian Moynihan, the Chief Executive Officer of Bank of America. "At such times, each member of the scrum can feel exactly what his teammates are doing, where they are moving their man out of the way or buckling under pressure, in need of help. It's the perfect metaphor for business leadership."

To ensure every youth across the United States has a chance to experience the sport of rugby, the USRF is dedicated to supporting all levels of rugby for college-age and younger players. The organization supports this goal by financing start-up flag and tackle rugby clubs, domestic and overseas scholarships, medical and field equipment funding and other programs. Play Rugby USA, a USRF grant recipient, has a near 100% high school graduation rate and a college acceptance rate of over 90%.

We partner with [USA Youth & High School Rugby](#) to increase the number of high-school rugby programs across the country and to implement a high-performance tracking system geared toward early identification of players with the potential to represent the USA at the Olympics and around the world.

The USRF has supported over 400 coaches and referees to advance their training and development. Grants have supplied on-field first-aid kits and other health and safety efforts, including studies on the effects of concussions.

Our Governance and Mission to Grow

The USRF is governed by a [Board of Directors](#), many of whom played and served in leadership roles at the highest levels of the game. The organization is supported by volunteer regional ambassadors, individuals who contribute their knowledge and involvement in local youth and high school rugby to identify new channels of potential revenue and promising grant opportunities.

The USRF holds just over \$2,000,000 in assets with an annual operational budget of approximately \$300,000. We believe we are positioned for an aggressive growth trajectory in the next three to five

years, aligned with the explosion of interest in US rugby fueled by the growth of rugby across youth and high school programs and the success of the USA Women's Eagles 7s team at the Paris 2024 Olympics. The USRF can capitalize on heightened television and media exposure, and it will benefit from the upcoming Men's and Women's World Cups which will be hosted in the US in 2031 and 2033.



Each year, there are tens of thousands of rugby games and events across the US, encompassing international tournaments, national championships, regional competitions, and local club and school matches – there is no shortage of events and opportunities for fundraising and support.

The rugby community in the US is strong and growing. There are over 800,000 registered rugby players in the US, spanning youth, high school, college, senior club and referees. Senior club rugby includes 700 registered teams, with over 31,000 adult players.

College rugby is currently the largest segment of USA Rugby's membership, with over 32,000 players across more than 900 teams. The sport has seen a 350% increase in collegiate participation since 2006. High school and youth rugby has over 34,000 players. Girls make up about 25% of high school players.

Our Youth Rugby Initiative will be active in over 750 elementary and middle schools by the end of the 2025-2026 school year, and over 225,000 boys and girls will start learning to play rugby in their PE classes.

Position Description

The President of the USRF reports to the Board of Directors and is directly responsible for leading the organization in the fulfillment of its mission, vision and strategic goals. We will rely on the candidate to guide the USRF in leveraging the opportunities for US rugby mentioned above. The President is responsible for operations, fundraising, financial management, community relations and board collaboration. This individual will ensure the USRF maintains its current commitments while developing an aggressive strategic plan to expand and grow the organization's presence across the US rugby community and the greater communities it serves.

The President leads the critical role of fundraising by setting the strategy, cultivating relationships and collaborating with the Board and others in soliciting funds. To leverage all of the above opportunities, the President will:

Develop a Strategic Fundraising Plan

- Set goals aligned with the organization's budget and increasing strategic priorities.
- Collaborate with the board and national ambassadors to deepen current revenue streams, cultivate new and diverse opportunities.
- Identify short-term and long-term funding needs.

Cultivate Relationships with Donors

- Build and maintain relationships with major donors, foundations, corporate sponsors and individuals.
- Meet with donors personally to share the organization's impact and invite them to invest.
- Send thank you notes, updates and invitations to events, remaining consistently focused on building relationships.

Lead Grant Seeking and Proposal Review

- Identify opportunities with foundations, agencies, individuals, clubs/organizations and corporate giving programs.
- Oversee or manage grant proposals, ensuring alignment with the Board's and the funders' priorities.

Engage the Board of Directors in Fundraising

- Encourage every Board member to contribute and to open their networks.
- Provide training or tools for Board members to help them fundraise effectively.
- Involve the Board in donor events, campaigns or grant cultivation.

Organize and Attend Fundraising Events

- Host and attend galas, auctions, donor appreciation events and community fundraisers.
- Use events to connect with current and prospective donors, share compelling stories and drive support.
- Be the public face of the USRF, making public appearances, speeches and appeals during key events.

Utilize Digital and Direct Marketing

- Increase the organization's ability to leverage email campaigns, crowdfunding, social media drives and giving days to increase funding.
- Ensure the website and donation platforms are user-friendly and effective.
- Increase the organization's use of impactful stories, testimonials and metrics that demonstrate results.

Build Strategic Partnerships

- Focus on increasing corporate sponsorships and partnerships which align with the mission of the USRF.
- Collaborate with other non-profits or institutions for co-funding or matching grants.
- Seek in-kind donations and services as alternatives or supplements to cash gifts.

The successful President will create sponsorship programs that allow donors to celebrate the way rugby teaches leadership, teamwork, discipline and resilience. They will be attuned to community needs and evidence-based practices in youth development, and they will effectively communicate the statistics and successes achieved by USRF's funding and grants.

The President will maintain transparency and stewardship, ensure funds are used responsibly, and communicate outcomes to donors. They will prepare and provide annual reports, financial statements and program impact summaries, and they will recognize donors appropriately and consistently.

Personal Qualifications

The President will act as USRF's Chief Executive Officer and will be a visionary, mission-driven leader who balances day-to-day operations with a strategic eye to what is possible for youth, high school and college rugby. The President will bear primary responsibility for raising the money to grow the Foundation. With a deep commitment to ensuring the USRF becomes the nation's premier non-profit supporting rugby players, coaches, referees, clubs and community development, the President will be a passionate advocate for our mission, values and long-term vision.

Key qualifications include:

- Experience in non-profit development, preferably in a sports-related field
- Proven history of donor relationship-building and fundraising
- Demonstrated ability to create a strong professional relationship with the Board of Directors
- Proven excellence in communication skills, both written and verbal
- Demonstrated ability to lead by inspiring trust and enthusiasm among colleagues, stakeholders, volunteers and donors
- Ability to work independently and remotely, including remote management of small office staff and contractors
- Strong working knowledge of financial management and reporting
- Experience in and familiarity with digital platforms to maximize their effectiveness in outreach and fundraising campaigns
- Demonstrated leadership skills to navigate challenges and changes with mission focus, confidence and flexibility

Most importantly, the President will be a dynamic and inspiring leader who understands the power of rugby and sports in general to transform lives.

Please Contact

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