



2026–2031 STRATEGIC PLAN

Financials

JMU Men's Club Rugby
JMU Men's Club Rugby Alumni Association



**ALUMNI
ASSOCIATION**

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Where The Association is Going

	2026-27	2027-28	2028-29	2029-30	2030-31	FIVE-YEAR TOTAL
Total Revenue	\$123,125	\$79,475	\$92,700	\$100,775	\$116,050	\$512,125
Total Overhead	\$59,500	\$44,564	\$44,762	\$44,970	\$35,190	\$228,986
Operating Margin	\$63,625	\$34,911	\$47,938	\$55,805	\$80,860	\$283,139
Alumni Events	\$12,500	\$13,875	\$14,261	\$15,659	\$16,069	\$72,364
Other Overhead	\$9,500	\$4,564	\$4,762	\$4,970	\$5,190	\$28,986
Available for Club Support	\$51,125	\$21,036	\$33,677	\$40,146	\$64,791	\$210,774
Total JMU Rugby Members	183	209	239	272	310	310

Where the money goes

Over five years the plan brings in \$512,125. About 45% covers association overhead, 14% funds alumni events, and 41% (\$210,774) goes to club support.

Why join

Dues fund the association's \$40,000 annual operating budget. Members get a voice and a vote, recognition on the website and in the reunion program, and JMU Rugby swag.

What it builds

As membership grows from 183 to 310, funds available for club support reach \$64,791 a year by 2030-31, with a larger alumni network behind the team.

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JMU Rugby Membership Goals

	Current Members	% of the 26/27 Goal	2026-27	2027-28	2028-29	2029-30	2030-31	Annual Growth Plan
Young Duke	2	13%	15	17	20	23	26	15%
Duke	9	18%	50	58	67	77	89	15%
Veteran	5	25%	20	23	26	30	35	15%
Captain	3	7%	45	52	60	69	79	15%
Founder	14	28%	50	55	61	67	74	15%
Legend	0	—	3	4	5	6	7	20%
Total Members			183	209	239	272	310	
Total Recurring			\$45,375	\$51,725	\$58,950	\$67,025	\$76,300	
Total One-Time Revenue			\$65,000	\$10,000	\$11,000	\$11,000	\$12,000	
Total Dues Revenue			\$110,375	\$61,725	\$69,950	\$78,025	\$88,300	

2026/27 JMU Rugby Founders

Thanks to the following individuals for being the initial Alumni Association Founders. This giving level is open until June 30, 2027.

Alumni

Coaches / Staff

Supporter

Parents

2000s Alumni

Tim Bucher

2000s Alumni

Hunter Woodward

1990s Alumni

Andrew Shannon

1990s Alumni

Kevin Grunkemeyer

2010s Coach

Mark Lambourne

2010s Coach

Mike Gallop

2000s Alumni

Matt Oczkowski

1980s Alumni

Tony Lauro

1970s Alumni

Robert McGinnis

2000s Alumni

Mitch Daniel

2000s Alumni

Brian Rainey

1980s Alumni

John Galiani

1990s Alumni

Michael Feeney

2020s Supporter

Josh Russo

Become a 2026/27 Founder

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2026/27 JMU Men's Rugby Club Budget

Money In	
CLUB-GENERATED	
Player dues — 72 × \$200	\$14,400
Corporate Sponsors	\$3,000
Merchandise	\$0
Club-generated total	\$17,400
JAMES MADISON UNIVERSITY	
UREC club sport allocation	\$2,000
Club sport total	\$2,000
JMU RUGBY ALUMNI ASSOCIATION	
Coach Salary	\$6,000
Livestreaming Equipment	\$2,000
Alumni total	\$8,000
Total into the program	\$27,400

Money Out	
EXPENSES	
NCR: National Collegiate Rugby Dues	\$5,415
Transportation	\$5,000
On field Kit	\$2,300
Referees	\$500
Miscellaneous	\$2,000
Expenses total	\$15,215
Cash Balance	
CLUB	
Starting Available Cash Balance	\$7,598

CLUB-GENERATED INCOME	ALUMNI INTO THE PROGRAMME	SEASON COST	WHAT WE WOULD LIKE TO ADD
\$17,400	\$8,000	\$27,400	\$15,000 - \$45,000

Who Funds JMU Men's Rugby Club

James Madison University

CASH + VALUE IN KIND

CASH

UREC club sport allocation, 26/27 \$2,000

VALUE IN KIND — PROVIDED AS A CLUB SPORT

Practice and match pitches

Athletic Trainer

Equipment and Storage

Strength & Conditioning Access

JMU Rugby Alumni Association

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Post Season Transportation \$5,000 - \$10,000

Two Scholarships TBD

AND WHAT ALUMNI MONEY BUILDS

jmurugby.com, the CRM and member management

The Madison Rugby Clubhouse Fund

Alumni Events Fund

2025 U.S. Rugby Foundation Grant



[Learn more →](#)

One of five programs named to the Foundation's 2025 Collegiate Alumni Jumpstart Grant, chosen from 30 applications. The grant is a four-month strategy engagement delivered with Madak, not cash.

2026 - 2031 Alumni Advancement Partnership



[Learn more →](#)

The rugby marketing agency that co-developed the Jumpstart program with the Foundation, is the Association's Alumni Advancement Partner. The partnership covers strategy, marketing and fundraising: brand, jmurugby.com, the CRM, membership and content. The Association funds it.

Become a JMU Rugby Alumni Association Member

	Young Duke Recent Grad (within 5 yrs)	Duke Standard	Veteran Mid	Captain Upper	Legend Lifetime	Founders Founder
Monthly Join Monthly >	\$3	\$10	\$25	\$50	one-time	one-time to Annual
Annual Join Annually >	\$25	\$100	\$250	\$500	one-time	\$250 (2027+)
One Time					\$5,000	\$1,000 (2026/2027)

Open to

Alumni

Coaches / Staff

Supporter

Parents

What dues fund

Scholarships, team travel, coaching, and capital projects. Dues recur, so they anchor the \$40,000 annual operating goal.

What you get

A vote in how the Association runs, recognition on the website and in the reunion program, and member swag.

Which tier is yours

Recent grads start at Young Duke and most alumni choose Duke. Monthly or annual carries the same vote.

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