



2026–2031 STRATEGIC PLAN

The Future of JMU Rugby

James Madison University Men's Rugby — The Next Five Years

Become a Member

Join & Learn More at
jmurugby.com



ALUMNI
ASSOCIATION

Mission

To unite every generation of Madison Rugby. Players, alumni, and families alike – to fund, champion, and sustain an elite program.

Who We Serve

Current players, parent, alumni from every era, and future Dukes who haven't yet found their way to the pitch

What We Do

Organize the alumni community, fund the program's capital needs, and strengthen JMU Rugby's standing on campus

Why It Matters

A great program is built on the field and off it — the alumni association is what makes the off-field work possible

Vision

The Mid-Atlantic's premier rugby program:
a destination for elite competition, lifelong brotherhood,
and alumni who never stop showing up.

Alumni

A thriving, organized
association where Old Boys
stay connected and invest in
what comes next

Program

A clubhouse, funded coaching,
and university recognition that
put Madison Rugby among the
elite of collegiate rugby

Pipeline

A Mid-Atlantic destination
program — the place youth
players in Virginia, PA, and the
Tri-State area are working
toward

The Next 5 Years Will Set the Stage for the Next 50 Years

Every great program is built twice: first on the field, then off it. The work we do over the next five years will pave the way for the Dukes who come after. The alumni are here. The community is here. The tradition is here. What we are building is the system that connects all of it and makes it last.

Five years. One mission. Let's go Dukes!

JMU Rugby has a history worth honoring and a future worth building. Decades of players, teammates, and memories have created a community that runs deeper than any single season — and it is time to give it the structure it has always deserved.

The Five Year Roadmap

2024-2026

Foundation: Develop the Plan

- 50th Anniversary
- Develop the 50 year strategy, the foundation for this plan
- Established All-Decade Teams & Hall of Fame
- Strategize Alumni Advancement
- US Rugby Foundation Jumpstart program grant received



2026-2027

Establish: Build the Foundation

- Hire Madak: Alumni Advancement Partner
- Formally found the JMU Rugby Alumni Association
- Launch membership tiers & leadership structure
- Stand up jmurugby.com and the CRM
- Begin MOB on Tour and the Old Glory match
- Secure initial university & admissions support



2027-2029

Elevate: Raise the Program

- Launch JMU Youth Rugby Camps across the Mid-Atlantic
- Grow the Next 50 Years capital fund
- Expand admissions support for rugby recruits
- Deepen alumni giving and event attendance
- Compete consistently at the national level



2029-2031

Expand: Extend the Footprint

- Broaden the national program footprint
- Deepen the youth pipeline into JMU
- Increase scholarship number and award size
- Advance the JMU Rugby Clubhouse goal
- Expand career, professional & sponsor support



Strategic Pillars

Strengthen The Alumni Association

Build The Foundation
Everyone Else Stands On.

Connect Every Era of JMU Rugby

One Community.
From The First Class to the Current.

Build a Financial Foundation that Outlasts Us

Fund The Program
For Generations.

Elevate JMU Rugby

Raise The Program's Status
On Campus.

Make JMU Rugby the Destination

Every Pathway Leads
To Harrisonburg.

Build Champions On and Off the Field

Develop The Person,
Not Just The Player.

Strengthen the Alumni Association

ALUMNI ASSOCIATION

Build the Foundation Everyone Else Stand On.



Formally found the JMU Rugby Alumni Association with a defined leadership structure and membership tiers.



Launch a tiered membership program — from recent grads to Platinum donors — that creates recurring, reliable revenue.



Publish an initial 5-year plan, refreshed on a rolling cycle, to anchor long-term accountability.



Establish the administrative framework to manage budgeting, web hosting, communications, and alumni records.

Connect Every Era of JMU Rugby

COMMUNITY

One Community. From the First Class to Current.



Build a unified digital platform—web, social, multimedia—that connects alumni to the current team and to each other.



Launch MOB on Tour: annual domestic trips with 2–3 matches, an annual DC Old Glory event, and future international tours.



Establish a cadence of alumni returns to Harrisonburg each fall and a non-Harrisonburg spring event.



Create professional community touchpoints through LinkedIn, alumni profiles, and career support networks.

Build a Financial Foundation that Outlasts Us

FINANCIAL

Fund the Program For Generations.

- **Establish the Madison Rugby Capital Fund** — a dedicated capital fund that alumni contribute to across all membership tiers.
- **Create a clear giving ladder** that moves alumni from annual dues into major gift commitments over time.
- **Pursue sponsorships** and naming opportunities that add durable, recurring revenue outside of alumni giving.
- ✓ **Publish transparent financial reporting** so every donor sees exactly how their investment reaches the program.
- **Build toward a long-term endowment** that sustains coaching, travel, & facilities independent of any single season's fundraising.

REPUTATION

Raise the Program's Status on Campus.

- **Pursue a JMU Rugby Clubhouse** — locker room, meeting room, legacy room — as the signature capital investment of the first 5-year plan.
- **Expand scholarship support:** grow existing scholarships while adding new naming opportunities.
- **Secure university support** for admissions consideration, in-state tuition pathways, and direct recruiting contacts.
- **Fund coaching stipends** and bus transportation to reduce the burden on players and grow program quality.

Make JMU Rugby the Destination

DESTINATION

Every Pathway Leads to Harrisonburg.

- **Build recruitment pathways** for youth club players across Virginia, Pennsylvania, and the Tri-State area through JMU-branded camps and exposure events.
- **Develop dedicated support** for international student-athletes, connecting with the International Student Center and creating rugby-specific admissions pathways.
- **Grow visibility** through tournament participation, tours, and a professional brand that puts JMU Rugby in front of players at every level.
- **Establish admissions support** and scholarship opportunities that make choosing JMU Rugby a clear and accessible decision for recruits of all backgrounds.
- **Position JMU** as the program players from any path — domestic, international, transfer — choose when they want to play at the highest collegiate level.

Build Champions On and Off the Field

MENTORSHIP

Develop the Person, Not Just the Player.

- **Connect current players** with alumni mentors who model championship-level commitment in rugby and in their careers.
- **Fund coaching infrastructure** that develops players technically, tactically, and as leaders and teammates.
- **Build and maintain culture of winning.** Alumni investment backs the program elevating program standards. Competing for titles is the expectation.
- **Establish alumni-led career and professional development resources** that extend the value of Madison Rugby beyond the final whistle.
- **Create traditions and recognition** that honor both on-field excellence and the character JMU Rugby is known for producing.

Five Years from Now

A Fully Established Alumni Association

The JMU Rugby Alumni Association is a fully functioning, self-sustaining organization with an active membership base, a defined leadership structure, and a five-year plan already into its first refresh cycle.

Connected Every Era of JMU Rugby

Every alumnus — regardless of when they played — has a way to stay connected, contribute, and come back. MOB on Tour is an annual tradition, and the fall return to Harrisonburg is one of the most anticipated events on the Madison Rugby calendar.

Built a Financial Foundation that Outlasts Us

The Madison Rugby Clubhouse Fund is capitalized, the giving ladder is working, and the program is supported to compete at a high level. Corporate sponsors are on board and alumni giving is growing year over year.

Elevated JMU Rugby

JMU Rugby has funded coaching and a level of university recognition that puts it above other club sports at James Madison. The clubhouse account is active and rugby scholarships are growing.

JMU Rugby is the Destination

Recruits from Virginia to Pennsylvania to overseas know JMU Rugby by name. The program has established pathways for youth players, international students, and transfers that make choosing Madison a clear and compelling decision.

Built Champions On and Off the Field

JMU Rugby is known as much for what it produces off the pitch as on it — a mentorship culture connecting players to alumni careers, a coaching staff that develops leaders, and a tradition of excellence that makes every Duke proud to have worn the jersey.

What We Are Building

JMU Rugby Community

- Alumni history archive and virtual clubhouse
- Alumni weekend event planning and execution
- Verified alumni database connecting every era of JMU Rugby
- Consistent bi-weekly email communication

Financial Stability

- Robust CRM platform via Bloomerang
- Clubhouse Membership portal with tiered annual giving
- Capital fund growth tracking and reporting
- Transparent financial summaries for members and donors
- Stripe-powered online giving and membership payments

Club Competition

- Player and team performance tracking across NCR
- Recruitment pipeline backed by professional brand and digital presence
- Annual Youth Camp promotion and support

JMU Rugby Brand

- Dynamic, unified JMU Rugby website at jmurugby.com →
- Match schedules, scores, reports, recaps and season results
- Unified visual identity across all platforms
- Collaborate with players on social media strategy
- Sponsor-ready media kit and partnership opportunities

Our Current Scholarships



Luis De Souza Pinto '02

Memorial Scholarship

Honors Luis De Souza Pinto '02, a Brazilian-born captain who embodied Madison Rugby on and off the field. Supports international student-athletes making the same journey to Harrisonburg.

[Read the Story →](#)



The Hank Mozingo

Captain's Rugby Scholarship

Honors Hank Mozingo, JMU Rugby's 1988–89 captain and two-time Ed Lee Cup champion, one-time Mid-Atlantic champion. Awarded each year to a player who embodies his humility, perseverance, and commitment to teammates.

[Read the Story →](#)

Everything Alumni and Club Related: www.jmurugby.com



The JMU Club Rugby Brand Going Forward

Logo



Colors



Spirit Purple
#450084



Deep Aubergine
#28164A



Spirit Gold
#B3A369



Parchment
#E1D5AF



Ink
#1F1D1E

The Brand Over the Years

The Club



PAST



RECENT

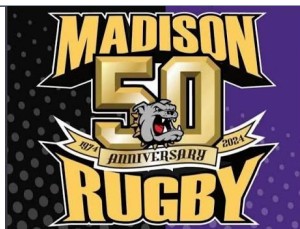


CURRENT

The Alumni



PAST



RECENT



CURRENT



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JMU Rugby Now

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



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Transitioning to a Dedicated 501c3



The John Carr Memorial Rugby Fund was established in 2021, and has acted as the de-facto partner for the Alumni Association to date. The Fund drives capital giving — naming and endowing John Carr Field, funding international coaches, and backing equipment like the team's Veo camera. Together, the Fund and the Association have invested more than \$280,000 into the program over five years.



Effective January 1, 2027, the JMU Rugby Alumni Association will be the independent nonprofit that runs the program day to day, including membership, governance, the annual reunion and events. Membership will be formalized under its own tiers and voting rights. Leadership will focus on fundraising, University alignment, player development and alumni engagement.

Financial Overview

Over five years the plan brings in \$512,125 and grows membership from 183 to 310. After overhead and alumni events, \$210,774 is available for club support.

2026/27 TARGET

\$123,125

Membership dues &
Alumni Weekend

FIVE-YEAR TARGET

\$512,125

2026-27 through
2030-31

FOR CLUB SUPPORT

\$210,774

Five-year total, after
overhead and events

WHERE FIVE-YEAR REVENUE GOES

44.7%

Association overhead
\$228,986

41.2%

Available for club support
\$210,774

14.1%

Alumni events
\$72,364

Figures are the five-year model on Where The Association is Going, 2026-27 through 2030-31.

Overhead includes the Alumni Advancement partnership and other association costs.

Elevating the Program

The men's program runs on about \$41,000 a season. \$85,000 is what it needs to coach, travel and compete at the level this plan describes. Alumni support elevates the program to the next level.

Pay the coaching staff

Against a \$4,000 stipend today. A head coach and two assistants at a rate that holds them season to season.

Scholarships 2 → 6

The By the Numbers path from \$5,000 in June 2026 toward \$50,000 and ten awards by June 2031.

Transportation to every away fixture

Named in the plan. Takes the Mid-Atlantic travel burden off players' own cars.

Post-season & championship travel

Against \$2,000 today — three away championship events on a full NCR run.

Match media & broadcast

Vevo, streaming and match reports on jmurugby.com — what recruits and distant alumni actually see.

Not funded The Madison Rugby Clubhouse

Locker room, meeting room, legacy room. Capital, not annual — it sits in the Clubhouse Fund, not this budget.

Where The Alumni 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.

Become a Member

Join & Learn More at
jmurugby.com



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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Current Roster - 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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