



10 Signs Your Youth Sports Organization is Actually a Business

10 signs your youth sports organization should actually be run like a business

Introduction

There's a lot of time, energy, and resources spent running a youth sports organization, club, or league – and one could easily compare that to running a business. But, youth sports organizers sometimes shy away from the notion that they should treat and operate their organization with that business mindset.

This shying away can easily be traced back to that overarching goal in youth sports: ensuring our kids have a great experience and learn/grow throughout the process. Don't let that important goal turn you off from the idea that your sports organization is, indeed, a business.

TeamSnap is here to tell you why. Not only will running your organization like a business help you accomplish that goal, but it will make the day-to-day operation of accomplishing that goal a lot easier. And just because we have our children's best interest at heart, that doesn't stop your organization from operating with several key characteristics of a business.

Here are a few signs your organization is actually a business, and why it's time to start running it like one.

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Focus on the Management of Payments and Profitable Growth

Let's start with an easy one. Does your organization manage a series of payments through registration, uniforms, donations, tournaments, or other fees? Any and all youth sports organizations in the year 2023 operate with a series of payments.

These payments are one of the backbones behind our day-to-day operations, allowing our athletes to participate in well-organized events on the yearly schedule. Between facility rentals, management fees, payments of officials, and more, money helps make youth sports organizations run without a hitch.

Many organizations are also focused on profitable growth. We envision growth in our leagues. That means additional teams,

additional leagues, additional programs, and more offerings in general. Why? Because it gives our children more opportunities to play the sports that they love.

But that growth means that the money coming in and the exchange of payments is also rising. Don't shy away from this. Focusing on profitable growth means you're focused on providing a better experience for every athlete and the ability to offer them better experiences throughout their time on the fields or courts.

Learn more about [registration](#) and [payments](#) on the new TeamSnap for Business.

Run a Staff of Employees and Volunteers Using a Leadership Structure

Another characteristic that points your sports organization in the direction of a business is employment opportunities. How many employees or volunteers does your organization work with? It's safe to say at least a few.

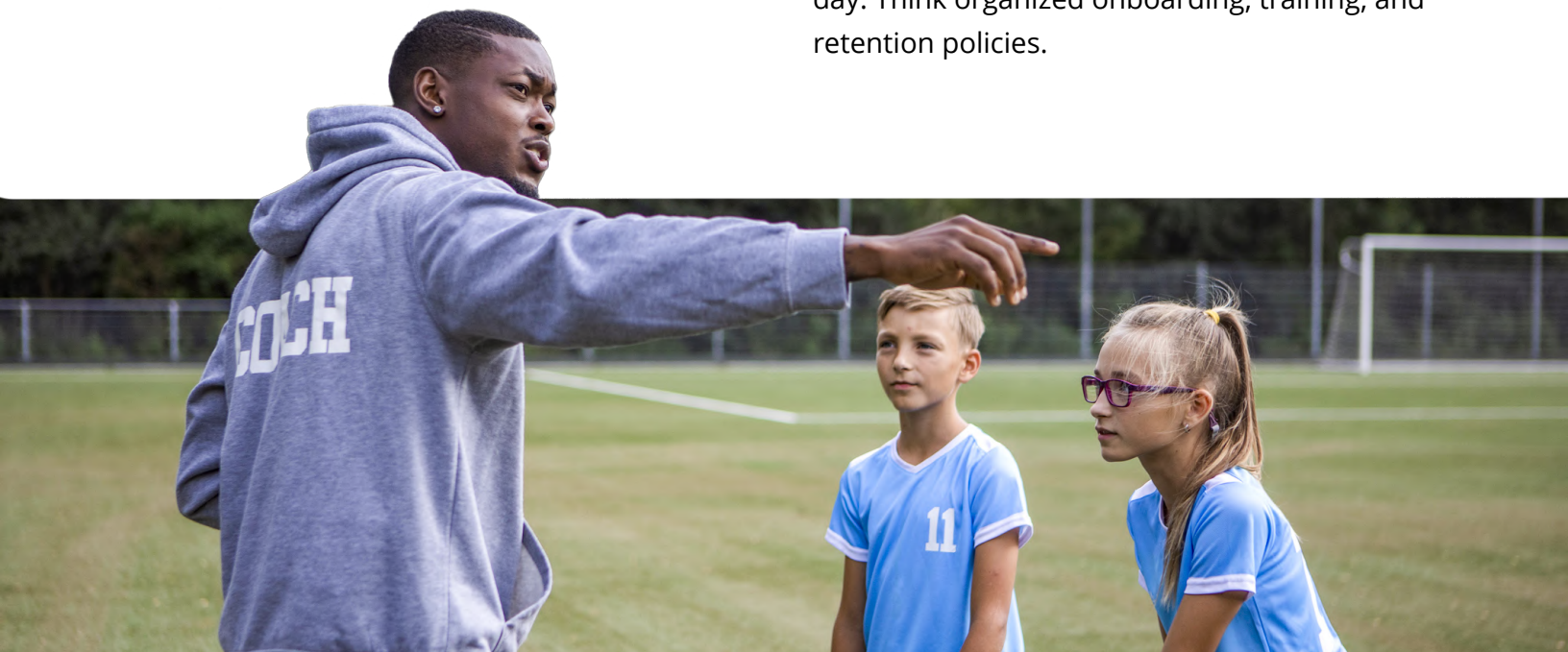
If any, or all of these employees work for commission, there's a good chance that you work with some sort of payroll to keep track of hours, earnings, and everything in between. Employees are one of the biggest backbones of an organization. They help everything run smoothly and efficiently.

Keeping track of payroll is another important item on your daily checklist, and you likely use some kind of technology tool to assist in the

process. It's also a great indication your youth sports organization is running like a business.

With employees, there's a natural need for leadership structure. Even if your organization is small, there's a good chance one or two members of your staff help make decisions. We're probably even speaking to one of the decision-makers right now.

The use of employees and volunteers doesn't just mean payroll. It also brings the need for an employee code of conduct, the need for employee morale, and some sort of HR policy. By switching your organization's mindset to that of a business, you'll be able to integrate some of these policies more easily into your day-to-day. Think organized onboarding, training, and retention policies.



Management of Resources

One of the most important things to manage in your youth sports organization is resources. That may sound like a sophisticated way of putting it, but trust us, it's not. Think about everything that your coaches, teams, leagues, or tournaments must keep track of just to get the ball rolling on gameday.

We've got uniforms, sometimes even multiple versions for each team in a league. You can't let the youth athletes stroll out without a uniform, and it's one of their favorite parts of playing sports! We've got endless amounts of equipment: basketballs, footballs, baseballs, soccer balls, volleyballs, hockey pucks, bats, sticks, hoops, nets, goals, bases, and everything in between.

Those are two big items that get us functioning on gameday, but the resources don't stop there. Do your coaches use scoring charts? Do the umpires and referees wear uniforms or use whistles? And of course, paying dues with any sort of money (cash, credit, check) is a resource.

But the resources aren't just limited to tangible items. Think bigger picture.

Time is a resource, and every person in your sports organization must manage it: the athletes, the parents, the coaches, and of course, the management team!

In fact, all of those groups of people are resources themselves.

When running a youth sports business, you have to manage these resources. They all have limits, in either tangible use, time, etc. As sports administrators, running a successful organization means keeping track and these resources and using them all properly!



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ON-DEMAND WEBINAR

3 Ways to Keep Your Sports Business Organized with TeamSnap Tournaments, Sponsorships, and Websites

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Run a Website

There are a lot of expectations within today's youth sports community. And one of those expectations is that each youth sports organization (clubs, leagues, teams) utilizes an updated and organized website. Considering the accessibility of technology available today, the use of a website is mandatory. Especially if you want to stay competitive in your town, city, county, or state.

That's easier said than done, right?

Building a website from scratch, or updating an outdated version with new information seems like a daunting task. But with TeamSnap, it's not.

This website must be an effective tool that accomplishes your goals. And one that's

easy to use, never gets outdated, and shines above the rest.

Here are some of the top reasons your youth sports business organization likely uses a website to accomplish its goals:

- #1 Feature Your Programs
- #2 Highlight Teams + Scheduling
- #3 Sponsorship Activation on Your Website
- #4 Welcome/Educate New Families

Ready to learn more? Download the full EBook by heading **over to this link**, or clicking the link below!



9 Reasons Your Sports Organization Needs a Website

Shine Online with TeamSnap's Website Builder

Read Now



Focused on Growth Techniques

(Member Retention
and Growth/Additional
Programs)

In the same way that our sports businesses are focused on fiscal growth, we're also focused on growth in other areas. The two are tied hand-in-hand.

While there's no official playbook or timeline for exactly how to grow your programs, sports administrators understand the importance of adding more programs, more seasons, more leagues, more tournaments to the yearly calendar.



Adding diverse and new programming is an easy way to keep members coming back, and of course, keep new athletes coming in.

We all want our leagues or organizations to flourish. We want our organization to bring more opportunities to every youth in the community, and adding more programs and more seasons is the perfect way.

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Understand the Need for Member Experience and Feedback

The next item on our list goes back to the beginning, running your sports business comes down to one ultimate goal: prioritizing good experiences for all of your members. And while that priority is led by the youth athletes, we understand that youth sports mean making the experiences of parents, families, and coaches a breeze.


Provide all of your members with a great experience by giving them a central set of tools

for support, from registration to gameday. This includes useful integrated tools, like registration software, easy payment processing, scheduling, rostering, and more.

Good youth sports administrators pay close attention to the experiences of every coach, athlete, and family member... and they are willing to use technology to help administer these experiences easier.



E-BOOK

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Sports Registration
and Payments E-Book

For Youth Sports Organizers, Admins and Coaches

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Reporting of Various Documents and Insights

While technology continues to play a big role in the daily management of our sports organizations, it hasn't eliminated the need for reporting documentation. While the ways we report those documents have all transformed digitally, that doesn't change the fact this is an important aspect in running your organization.

Financial reporting is the first item that comes to mind. There's a lot of documentation when running a businesses finances. This includes registration payments, member dues, equipment and facilities fees, payroll, and much more.

Luckily, the brand-new TeamSnap for Business brings all of your financial reporting under one roof. With our season financial reporting tools, you'll get access to a snapshot of all payments, deposits, and outstanding payments. Take advantage of our drag & drop roster construction, advanced filtering, and instant roster mode.



There's also various forms of reporting within each of your programs. We have to keep track of registrants, how quickly our various leagues or seasons are being filled, and how each family is up to date on payments. Another benefit of TeamSnap for Business is the ability to create reports to show how your seasons are filling up and reach out to in-process registrants to provide assistance to getting them fully registered.

Learn more about our [reporting tools](#).



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Scheduling

We briefly touched on managing resources earlier. Scheduling plays a very similar role.

In youth sports, the most obvious place to consider using schedules is with the teams in your leagues. That's not so simple, though. We've got practice schedules, field schedules, in-season schedules, postseason schedules, pre-season schedules, officiating schedules, and schedules for leisure time within each individual team, league, and tournament.

But, as a manager of your organization, the scheduling doesn't stop there.

You employ at least a handful of full-time, part-time, or volunteer employees, right? No matter how much time these employees are able to devote to your business each week, you've got to schedule to make sure everything is running smoothly. Registration, office administrative tasks, oversight of live events, everything must run on a schedule.

If you build any sort of schedule for your organization, don't be afraid of counting that as a business technique.

Learn more about [scheduling](#) on TeamSnap for Business.

Government Oversight

(National Governing Bodies)

Another reason you may look at your organization as a business is the presence of government oversight, or in youth sports, our national governing bodies.

Every business is usually subject to some sort of government oversight. Whether that's on a state or national level, businesses are subject to certain rules and regulations.

In the same sense, so are our sports organizations. Most of the sports show oversight by some sort of governing body. It could be US

Lacrosse, Hockey Canada, USA Hockey, or many of the others.

These governing bodies help our organizations with various policies, monetary funding, and rule integrations. But, there's a lot of organizational tasks required with governing bodies.

On [TeamSnap for Business](#), you can make player registration even more efficient and start using our integrations with national, state and regional governing bodies.

Use of Technology Tools to Accomplish Your Goals

We've discussed nine key indicators that can help you classify your youth sports organization as a business. But we've also already realized the importance of operating this sports business efficiently. And how do we accomplish that? By taking advantage of technology.

Is your sports organization using technology to assist with things like registration, communication, scheduling, tournaments, building a website, or others?

Every business, large and small, uses technology to assist with their daily operations. Tasks like scheduling, registration, and communication are all made easier with tools like chat, payment processing, and mass emailing.

The best technological tools are the ones grouped together in an all-in-one solution. Accomplish your daily tasks with a one-stop shop.



Collect Payments Easily on TeamSnap for Business!



Increasing (or simply protecting) your bottom line is the first step in ensuring the health of your sports organization. And this can be done through the collection of payments. Increasing your bottom line = growth. But, how exactly do we accomplish that?

TeamSnap for Business has six unique ways for a sports administrator to collect payments and increase their bottom line.

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