

11 Factors to Consider When Choosing A Sports Management Platform



What should you be looking for in a sports management platform? You finally are ready to invest in a solution for your sports organization. You want to process payments, set up registrations, and are looking for a sports management platform to meet you where you are at. Now, whether you are just beginning your search or are weighing multiple options, you can use this guide at any phase. Here are 11 Factors to Consider When Choosing a Sports Management Platform.

The 11 Factors

1. All-In-One Technology Solution
2. Registration and Processing Fees
3. Up-to-Date Technology
4. Access and Affordability
5. A Mobile App For Everyone
6. Try it Out: Free Trials and Demos
7. Data Safety
8. Proof of Excellence
9. Insight into Finances
10. World Class Support
11. Top Member Experience

**1**

All-In-One Technology Solution



Is your organization using two or more systems to manage the tasks of registration, game and practice scheduling, website design and team communication?

Even if only a couple services apply to you, it's a headache to manage member data across so many different software apps and platforms. We understand the process of pulling and managing different platforms for one goal and we're here to tell you it doesn't need to be like this.

Instead of taking excessive time to utilize multiple tools to manage registrations, payments, rostering, team-building, and more, consider choosing a sports management platform with an all-in-one technology solution.

**2**

Registration and Processing Fees

Before launching registration the first thing you want to do is look at the fees that are currently being charged. In the same way that you will select a platform that provides an all-in-one solution, you will also want to find a provider that fits your unique needs.

Payment processing rates can vary pretty widely, especially in the sports tech industry. So you'll want to do your research when it comes to registration and processing fees.

“[Fees] are something that varies from provider to provider, so it could be a per transaction fee it could be an overarching SaaS fee, but you want to make sure that you are choosing a provider that works best for your organization.”

—ROSE GUMZ, DIRECTOR OF CUSTOMER SUCCESS AT JUSTIFI

Rose encourages organizations to try a “mock season” because this will help your sports club or league anticipate fees for X amount of kids and X amount of dollars.

Three things to pay attention to when it comes to fees:

1

Know the all in credit card rate.

AMEX is important, but some platforms will charge extra. Just make sure to ask for the all in rate.

2

Ask about ACH fees.

TeamSnap passes off the savings associated with processing payments from bank accounts directly to organizations. On our platform, about 10% of payments are ACH, so this can really add up. It's a major red flag if your payment rate for ACH is the same as credit cards.

3

Check for offline payment charges.

There are some platforms that will charge you for offline payments credited to accounts as well. You see this typically from platforms that offer a very low subscription, but jack up rates and include other fees.



3

Innovative Technology and Mobile Responsive Registration

Has your current provider stopped making updates and improvements to the system? Have you found that it is close to impossible to get product support? Do you find your system is full of bugs? If the answer is “yes” to any of these questions, it is possible that your system is being kept on life support.

Let’s face it, some sports management platforms are just too old and are not capable of operating in today’s mobile-centric environment. In this case, moving to a new platform can be seen and pitched as an upgrade to your members vs. your current system.

You’ll also want to consider what other technologies integrate with your sports management platform that will help streamline your workflows and operate more efficiently.

The end result of choosing a platform with innovative technology? You’ll save time, so you can focus on what matters: the players and the game.



Pro Tip: One way to check if a provider is updating their technology is by going to the Apple or Google Play Store and seeing the last time a provider updated their technology. You can do this by searching the provider's name and digging into the “Version history” on the Apple App Store or the “Updated on” timestamp on Google Play.

4

Access and Affordability

When deciding on the best sports management platform, access and affordability are essential in a long-term solution. A couple things to note: You will want to consider how your sports organization from the top down will be using the platform and how the cost fits into your organization. There are some solutions out there to help organizations with steeper costs.

Here are some ways sports management platforms could help make their technology more affordable and accessible:

Payment plans: Set up something that works for your budget and goals.

Another question to pose is, does the company offer features to change payment dates/amounts?

Be sure to ask if the platform offers payment plans to help spread out payments?

Some organizations go so far to offer tech grants. Be sure to ask: Does the company offer technology grants to help provide access to software?



Asking these types of questions are imperative to finding the best management platform and are part of investing in an all-in-one solution.



5

A Mobile App All Your Members Can Use

Do you offer coaches and participants a mobile app to create and view schedules and communicate with each other?

It's not uncommon to want our schedules and life duties at our fingertips. Be sure to look for a platform that is accessible throughout the day. Limiting yourself to a desktop view isn't realistic for busy sports admin and coaches on the go!

Look for a management platform that is mobile friendly and even mobile-centric. This will make your life easier and likely an easy buy-in for parents, players, and coaches.



6

Try It Out: Free Trials and Demos

We understand the feeling of wanting to try things before investing in them, so be sure to look for a product that lets you play around with it, ask questions, and engage in demos before paying the full price. When you are choosing a sports management platform it's key to find something that makes your life easier. Part of understanding that is figuring out how to use it effectively.

When you are in the early phases of learning about various platforms, ask these questions to ensure the product is right for you:

- Can I try building registration forms and test registrations before I purchase a subscription?
- Do you offer free trials where I can test out how the platform might work for me?
- Do you offer product demo videos and personalized 1:1 demonstrations?
- Can you help us manage the change and migrate our data?
- Do you offer coaches and participants a mobile app to create/view schedules and communicate with each other?

Take notes after testing out a provider and share the results with your board to help you make a final decision.



7

Data Safety, Security and Privacy

You deal with sensitive information. Giving appropriate access to your staff and program managers is key to keeping data and information protected. Permissions and security are top factors to consider when choosing a platform.

For organizations who feel stuck between having help and exposing financial or member data, you'll want to choose a provider that gives you control over who has access to what information with advanced staff permissions.

Along with this, you'll also want to factor in how your platform handles:

- Background checks and screenings

- Health checks

- Contact information of your members

At the end of the day, safety is the #1 priority for a fun and safe environment - and safety comes in many different forms when running a sports organization.





8

Proof of Excellence

Lean into other organizations that have used the management platform and see what they are saying. Most sports organizations aren't shy about their love or dislike for a management platform, so keep your eyes and ears open. There's also social proof out there in the form of reviews and breakdowns.

Do your research, but also remember what works for someone or what doesn't work for someone, may not mean much in comparison to your situation. It's still a good idea to check out reviews, but even more so to look for online validation through accolades like reviews or news stories. If the sports management platform is truly serving as an all-in-one solution, there will likely be awards and news content on them! Here are some resources below to check out during your researching phase:

- [Capterra](#)
- [G2 Crowd](#)
- [Software Advice](#)

Additionally be sure to consider these tips when researching.

Check for customer stories on a provider's website

Check external review sites for reviews

Ask for references from other clubs & leagues using the products you are things of using

Go to the Apple and Google Play Stores to check ratings on their mobile apps (if they have one!)



9

Insight Into Your Finances

When you are selecting a sports management platform, having something that allows you to explain your pathway, growth, and purpose is key. When you are presenting to your team or families regarding growth, expansion, and more, you will want to have insight into your finances year over year that's easily shareable and comprehensible with the rest of your members and board.



You will want to have the following information available to present to your organization:



Financial Summary

See all revenue and real time numbers of failed, upcoming, and past due payments.



Full Transaction Report

View all transactions across all programs and seasons in a single view.



Outstanding Payments

Quickly see all outstanding payments to understand upcoming cash flow.



Failed Payments

List of all failed payments so you can follow up with registrants for collection.

Some other tips to consider with your reporting and financials is to keep business transactions separate from personal and to avoid Venmo!



10

World Class Customer Support

Does your provider have a support team? When researching a sports management platform check support options that are available and included in your subscription so you aren't alone on day one:

- Check for customer support awards the company has won
- Check a provider's website for online resources, help center articles, live chat, etc..
- Check for options when it comes to 1:1 services that you can rely on to set you up for success when migrating to a new platform and helping set up your organization's structure

A world class customer support team should be an extension of your in-house team; helping you get the most out of your platform and resolving problems when needed.



11

Technology Focused on Providing The Best Member Experience

Youth sports organizers know a great experience is key to keeping members happy and staff engaged season after season. They're focused on their member's experience and are willing to adopt and learn new tools.

More often than not, a poor user experience is often associated with having too many separate systems involved to get a simple job done. This can frustrate admins and members alike. And as previously mentioned, **registration takes a few minutes, but your season lasts for weeks or months.**

During the season, the focus of a platform turns almost exclusively to communication, between admins and coaches, coaches and participants, and everyone in between. If your current system can't easily facilitate this

communication or has a poor or nonexistent mobile app as part of the platform, it is time to look for one that does.

All in all, you will know you have found the right platform that provides the best member experience when it checks the dots on factors 1-11 in this guide.

The New TeamSnap for Clubs & Leagues

The new TeamSnap for Clubs & Leagues brings you everything you need to manage your club, programs, and teams in a solution that your administrators, coaches, managers, and parents will love to use.

Our reimagined club solution builds on over a decade of delivering the easiest-to-use and most-intuitive team mobile app to 25M users and 19K organizations. We combine the top-rated team management app with registration, payments, communication, scheduling, and reporting to bring you a true all-in-one club solution.

Learn more about our best-in-class sports management solution by watching this [5-minute demo video](#).

teamsnap
clubs & leagues

Watch a 5 Minute
Demo of TeamSnap
for Clubs & Leagues

New Program

Name: [Redacted]

Location to Play: [Redacted]

Description: Summer soccer for beginners

Sport: Soccer Area of Operation: Fitness

Train Those In Club Teams

Competitive Gender: Girls Boys

Appointments: 3/1 3/2 3/3 3/4 3/5 3/6 3/7 3/8 3/9 3/10 3/11 3/12 3/13 3/14 3/15 3/16 3/17 3/18 3/19 3/20