teamSNAP

9 Reasons Your Sports Organization Needs a Website

Shine Online with TeamSnap's Website Builder

Introduction

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Building a website from scratch, or updating an outdated version with new information seems like a daunting task.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 helpful guide breaks down nine reasons why your sports organization **needs** a website. 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 And one that's easy to use, never gets outdated, and shines above the rest.

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Feature Your Programs

Let's start with an easy one, youth sports clubs and leagues need a website to feature your programs! This is often the first stop on the tour for many new families that may sign up for your organization.

An easy exercise is to put yourself in their shoes. You may be running this organization from a full-time job perspective or volunteering as the parent of another athlete in the program. But when it's time to sign your child up for a new sports season, the first stop is the website. What will they look for?

Aside from the distinction between different sports, make sure your website has clear information about the various leagues, divisions, or conferences in your organization. You'll want to include other information like tryout dates, summer programs, camps, clinics, all of it.

Most importantly: what does the main season look like and how do new athletes get involved?

There is a ton of other information to consider adding to the programs portion of your page. When do tryouts or camps/clinics/seasons run? What are the associated costs? How does registration work? Educate, educate, educate!

Giving prospective athletes (and families) and clean look at all of this information is the first step toward growing the number of players in your organization!

Highlight Teams + Scheduling

On a related note, the website is also a great place to highlight **all of the different teams** in your club/league/organization. The biggest piece of information attached to each team's section on the website is, of course, their schedule.

Aside from a master list with your entire league schedule, it's a good idea to show the schedules on a team-by-team basis. TeamSnap Families will certainly use the TeamSnap app available to them, but we want this schedule in multiple places.

Highlighting the various teams in your league is great PR = show the athletes, coaches, and teams some love! Whether it's cool pictures from previous championship games, the best moments from a mid-season tournament, or the fun preseason picture day! Your athletes will love seeing their pictures on a brand-new website!

Sponsorship Activation

Youth sports is a community effort. Just think about the dozens (or hundreds, depending on the size of your town) of local sponsors that help your organization year after year! There are a number of different ways to activate the sponsors in your local league.

Think about outfield wall decor, jersey logos, tables at the basketball tournament, and everything in between.

But don't forget about one of the easiest methods: your beautifully designed website! TeamSnap's very own Website Builder makes this process a breeze. With our easy-to-use drag-and-drop features, you can add new sponsors, filter out old ones, and change title sponsors in a pinch!

Sponsors are one of the most important ways youth sports leaders can help drive down the rising costs of sports, while also paying attention to their bottom line.
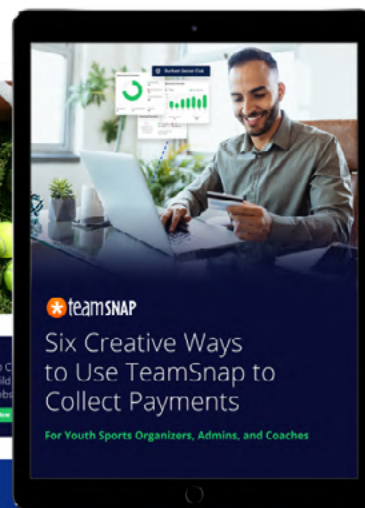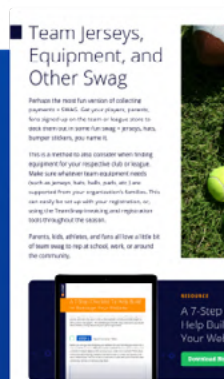
P.S. We know how important profitable growth is for a sports organization! It's the only way to keep kids coming back year after year.

Check out our latest resource, *Six Creative Ways to Use TeamSnap to Collect Payments…* and increase your bottom line!

Welcome/Educate New Families

There's that important education word again. We spoke earlier about the importance of educating and informing all of the various athletes and families in your league/community. This is especially important for the new ones!

Moving to a new community, or simply signing up for a new sport can be a daunting task. And not just for the young athlete! If you're the parent of an athlete, think about their first season in rec basketball or the local lacrosse league! We're guessing you had **some questions... about everything!**

Welcome the new and prospective families/athletes to your league with a fresh, informative website. You can have some fun and welcome them in a warm way, but make sure this page is jam-packed with information! It doesn't have to live all on this page, but at least direct them to your FAQ, other pages on the website with information about schedules, payments, registration, an email to ask questions, or even a phone number to call.

Learn More About Website Builder

Starting the Registration Process

Registration is, arguably, the most important aspect of managing a sports organization. Considered a pillar of the industry, sports organizers understand that registration can become a make-or-break time of year.
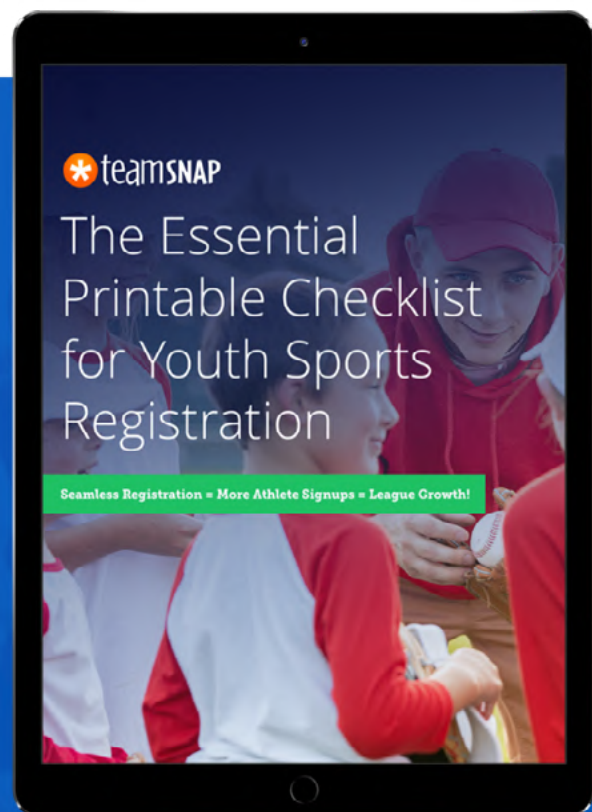
Usually considered the starting point for your league, registration brings league managers one of their first chances at interacting with athletes and families of athletes. Registration forms using pen and paper are long considered a thing of the past.

Just think about your main competitors, or the other sports and leagues in your town, city, or area. Where do sports organizers turn their prospective new athletes to start the year? It's always "check out our website" and register for this new league/season/division.

Integrated seamlessly with your new website, TeamSnap's registration tools and forms are imported directly into your new website.

The Essential Printable Checklist for Youth Sports Registration

Download Now

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The Essential Printable Checklist for Youth Sports Registration

Seamless Registration = More Athlete Signups = League Growth!

Staff Biographies

It's really easy to get caught up in the yearly churn of a youth sports calendar. Even if you live in a bigger area, chances are you see a lot of familiar faces in your youth sports league with each passing season. Athletes and families tend to keep coming back season after season.

But when designing your website, you can't forget about the new families! A good rule of thumb in website creation: think about your website as a place where people who are **brand new** to your organization can learn what they need to know.

Highlighting your coaches and staff bios is something every new parent will want to see.

The staff bios, similar to highlighting your various teams, are a cool way to show off the key members of your organization. Show them some love! You can have some fun with the bios, but try and give each coach a cool headshot and let them tell the world why they're the best coach in town!

[**Learn More How to Shine Online**]

Maps/Locations/FAQ

While found in the back half of our list, this is one of the **most important** items on the list. That education word keeps coming back to mind.

What do parents and athletes need most on a day-by-day or week-to-week basis, especially during the middle of a long season? Schedules are one way to answer this question. But you know they will be interested in field locations, maps to fields, directions, and everything in between!

By simply adding another informative page to your website, you are taking the headache away from fielding hundreds of phone calls or emails. It should include maps and locations for every facility used in your league. Whether that's a practice field/gym or the big 18-field park where the postseason tournament is played... include it!

This is also a great place to store any FAQ documents you may have. TeamSnap's Website Builder allows you to customize an FAQ section right on the web, so you don't even have to make a separate PDF document that parents can download (that's a good idea still, but we want this process to be easy!).

It could include questions about registration, fees, maps/locations, volunteer requirements or opportunities, sponsorships, and much more.

Staff and Volunteer Recruitment

A lot of sports leagues now use their registration processes to include information about volunteer opportunities. Especially with TeamSnap's custom registration form building, it's a breeze.

But registration season is stressful for every party involved - not just the tireless efforts of sports organizers. The parents of your athletes have a lot going on, as well.

But, a couple of weeks roll by, and that new parent is suddenly interested in volunteering for your yearly organization. How will they know what that process looks like? **Easy!** Keep that information in mind when building your website.

This can include links to different volunteer or staff sign-ups, explain different positions available, and even put the word out about the good experiences other volunteers have had in the past.

A recruitment section isn't solely for volunteer organizations. Are you in need of summer referees for your big baseball camp/clinic? Or hiring a full-time coach for your football league? The website is a great place to start collecting applications for these open roles and getting the word out.
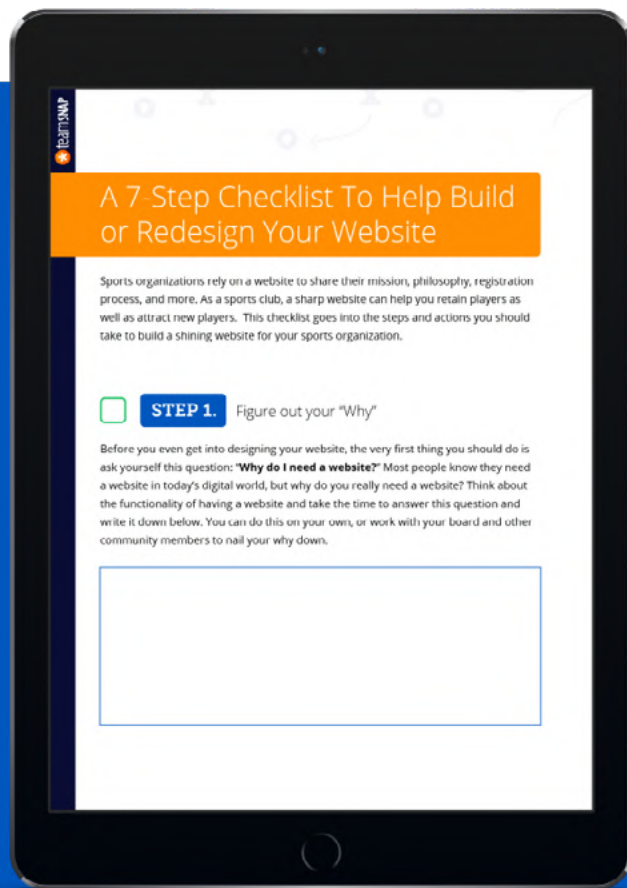
Share Important Documents

As your league grows and expands, you'll continue to find a need for sharing important documents on your website. What exactly constitutes an important document?

Well... **a lot of things!**

Think refund policy. Don't have one in place yet? This is a good option for every league, especially one experiencing a lot of turnover.

This part of the website could also be the place you store any waiver documents (used in case of injuries during play). Maybe your mission statement lives in this important document folder, or it's a code of conduct policy for every parent and spectator on the field.

TeamSnap Makes Building a Shining Website for Your Sports Organization Easy!

In our complete website guide, you will learn:

- How Do Your Programs Fit Into Your Website?
- Things A Website Should Accomplish For Your Organization
- 5 Reasons You'll Love TeamSnap Website Builder For Your Sports Organization

and much more!

This guide lays out the steps and actions to help you create a shining website for your sports organization. Let's get started!

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