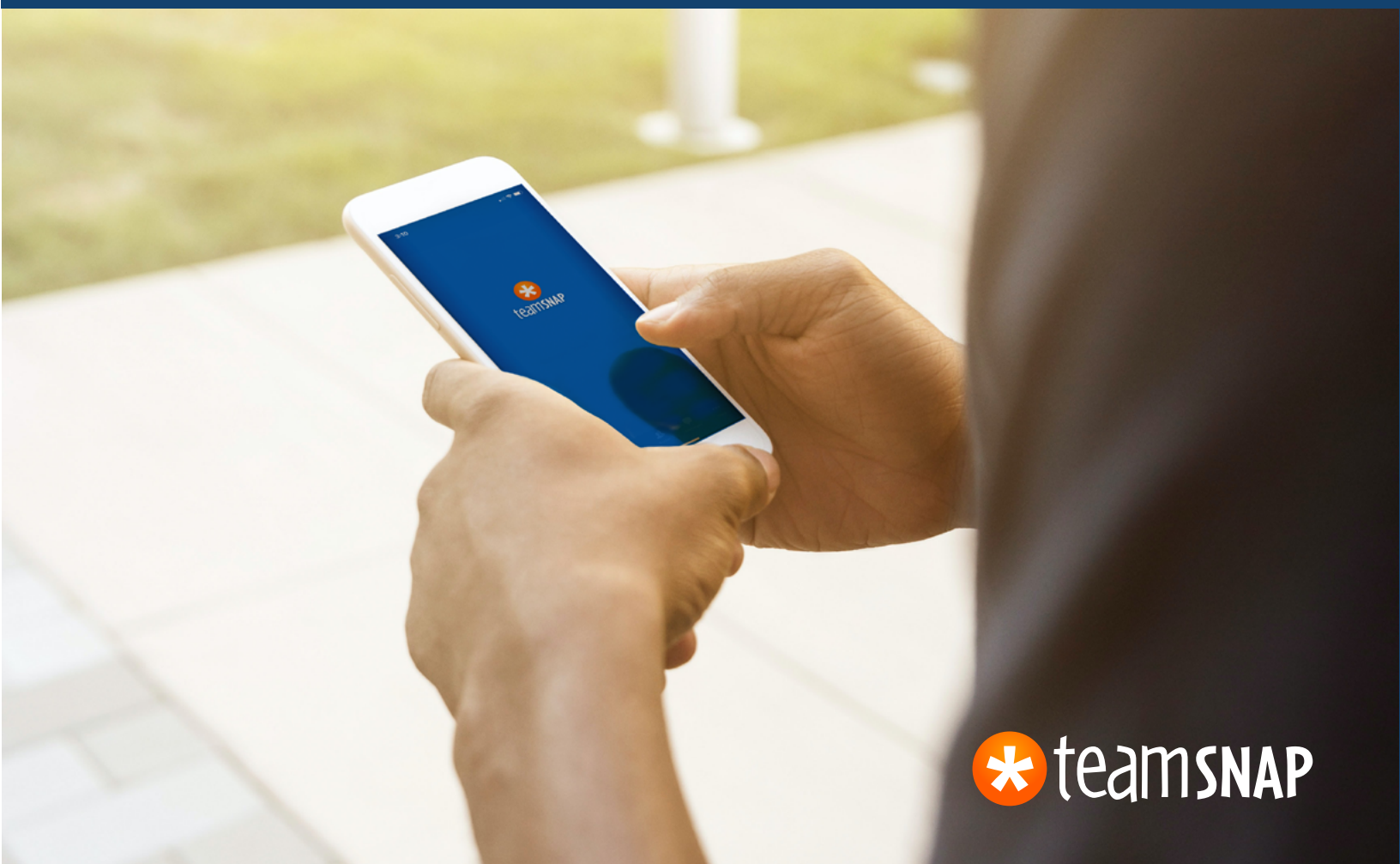


Choosing the Best Sports Management Software During COVID-19

Why It Could Make a World Of Difference For Your Members

BY KODY PEDERSEN



Contents

1	Introduction
2	A Software That Facilitates Return To Play
4	More Than Just Scheduling
6	Research, Review, Select Your Software
7	TeamSnap Health Check In Action
8	Conclusion



Introduction

Running a sports organization has never been easy. Commissioners and administrators are responsible for a wide variety of tasks that require extraordinary attention to detail, organization, and communication skills. While technology has helped administrators more efficiently handle these tasks, it's also created an always-on environment that requires around-the-clock management of their organizations.

Administrators have turned to sports management software as a tool to effectively manage these environments. And for many organizations, sports management software has proven to be a success. From registrations to schedules and more, these tools have transformed the organized sports industry from a logistical guessing game into a highly functioning network of active and informed users.

But not all sports management software is created equal, and picking the right software requires a great deal of research and industry experience. Further complicating that decision in 2021 is the COVID-19 pandemic, which has created its own set of hurdles for administrators, coaches, parents, and players. The current landscape demands a solution that will allow all members to clear those hurdles. The sports management software that delivers efficient operational and communication tools while also incorporating COVID-19-specific features will be the software of choice for organizations across the country.

Safeguarding the health of your members has always been a responsibility that you take seriously. Your sports management software should be a trusted resource for rising to the challenge. Let's take a closer look at how to choose the right software for this new climate.

A Software That Facilitates Return To Play

While we've made progress in returning to the playing field as we once knew it, plenty of obstacles remain. Your organization's plans for returning to play likely have shifted multiple times, and they're likely to shift again. The changing circumstances have contributed to a stressful environment for all involved. As an administrator, you understand your duty to offer solutions to your members, and in 2021, that starts with choosing a sports management software that complements and doesn't complicate, your return to play plan.



Seamless Scheduling:

The foundation of a well-run sports organization or league is the schedule. It's a tool for the entire organization and must be built with precision. An effective sports management tool allows administrators and coaches to automate practice and game schedules, preventing scheduling conflicts, including unavailable venues and coach unavailability. In the COVID era, seamless scheduling becomes even more paramount as the status of practices and games can be changed on a moment's notice.



Easy, Efficient Communication:

As schedules change, administrators and coaches must be able to communicate with parents and players as quickly as possible. Your sports management app should connect members in one communication hub, where users can reliably send and receive a variety of messages and notifications, including organization-wide messaging, 1:1 messaging and group chats. It's important in this environment that your organization's app meet users where they are by offering several options for notifications. Some users might prefer email alerts while others respond quicker to push notifications or SMS texts.

As you evaluate sports management software, consider a provider that integrates messaging with rosters and member profiles. This eliminates the confusion and missed connections that come with using multiple avenues of communication.

A Software That Facilitates Return To Play



Health Screenings:

Perhaps the most complicated aspect of returning to play is making sure all participants are medically cleared. One way to simplify the process is administering and verifying health screenings through your management software. Once a participant is cleared, the software records the result and gives the participant the green light to play. A health screening feature showcases your organization's emphasis on health, protects all participants, and gives parents peace of mind.



Trusted by Parents:

As any administrator or coach can attest to, earning the trust of parents is of utmost importance at every level of competition. Your choice of software should reflect that understanding. Parents want a tool that's easy to use, keeps all relevant information in one place, and is a proven winner.

One of the most important aspects of picking the right software for your organization is helping your members navigate the complexities of playing during a pandemic. **The best software will address foundational needs such as scheduling, but it will also have the flexibility to adapt to the challenges that lie ahead.**



More Than Just Scheduling

COVID considerations should be a part of your software selection process, but perhaps more important is finding a solution that checks all of your organization's boxes. As you know, it's not as simple as rolling the ball out and playing. Leading a club or league requires hours upon hours of administrative work behind the scenes. **The right software for your organization will simplify administrative tasks and give you your time back.** The result is an organization that functions efficiently and offers a valuable community experience that attracts new members year after year. These features should be at the top of your must-have list.



Registration From Start to Finish:

One of the biggest headaches as an administrator is organizing and completing registration. Distributing and collecting all of the required forms is often a disjointed process that frustrates administrators and parents alike. The ability to distribute and collect any forms or waivers on a centralized platform takes much of the legwork out of the process. Your management software should allow you to distribute and collect the forms online while tracking and updating members who have successfully registered.

More Than Just Scheduling



Collect Payments Securely:

All club and league administrators wish they could deliver the best experience possible at no cost. Unfortunately in most cases, registration fees are required to keep your club or league thriving. Similar to registration, without a tool to support the process, collecting dues can have administrators flailing for months. To streamline payment collection, consider a sports management app that allows you to send invoices, track payments, and securely transfer payments directly into your bank account, all in one place.

In addition to supporting simple and secure payments, the ability to offer credits through your organization's app is more relevant and useful than ever. When leagues were forced to cancel their 2020 spring and summer schedules, many administrators were left with a registration refund disaster. Registration credits offer leagues a way forward in the event that another season is adversely affected, allowing them to use the funds they've already collected and keep registrants satisfied and up to date.



Build and Manage Rosters:

Registration brings a wealth of participant data into your organization, which can overwhelm even the most prepared administrator. A quality management app helps administrators overcome the overload by assigning players to teams and storing their information as part of a member profile. An elite management app allows administrators to export or import that data for further use.

As an administrator, you understand the needs of your organization more than anyone. Taking care of the administrative elements of organizing a club or league is essential to its success, even if it comes with little fanfare. Be sure that your new software not only supports these administrative functions but takes them to the next level.

Research, Review, Select Your Software

At this point, you've done all the research, reviewed all of the features, and demoed all of your software options. It's time to select a sports management tool that addresses all of your administrative needs and helps members navigate the complexities of the COVID-19 pandemic. It's time to choose TeamSnap, the most trusted resource in sports management software.

Implementing TeamSnap:

TeamSnap proudly serves more than 24 million users, 19,000 organizations, and is the #1 mobile app in sports team management. The widespread adoption of TeamSnap means parents and coaches are likely familiar with the technology and trust its capabilities, making implementation or transition to the software a smooth process.

Everything Under One Roof:

TeamSnap supports a variety of features that are essential for our current climate. Administrators can take advantage of automated scheduling, and coaches and parents can keep up to date on the latest changes through the centralized messaging hub. From registration to invoicing and roster management, TeamSnap is the only app you and your members will need.

Return to Play Resource Center:

The TeamSnap software has changed how leagues and clubs approach administrative organization, but the innovation doesn't stop at just the app. As a company, TeamSnap is committed to providing accurate information and strategic guidance when it comes to returning to play. The Return to Play Resource Center offers a library of curated and crafted content that you can be confident will lead your organization in the right direction.

TeamSnap Health Check In Action

TeamSnap puts your members' safety at the forefront. That's why in August 2020, it launched Health Check, the first COVID screening tool to be fully integrated into a sports management platform. Health Check is a free offering to all users and gives teams an easy-to-use screening tool that can be self-administered by participants.

Michigan Tigers FC, a quickly growing soccer club in Ann Arbor, Michigan, got in early on the tool after unsuccessful attempts with other screening tools.

"Square peg, round hole." The club was already using TeamSnap for all of its organizational

needs, so it was a simple transition to using the Health Check feature upon release. "It was easy for our coaches. Health Check allowed them to see which players had completed the screening.

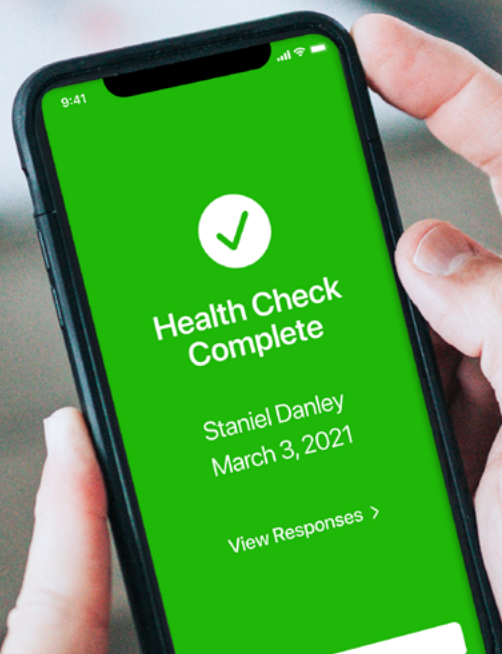
And it was easy for our families. They didn't have to hunt through emails. It was all right there."

Since the release of Health Check, the screening questionnaire has been allowed to be customized. This helps administrators keep the screening

relevant as local restrictions differ and dictate which questions must be answered before participation is approved.

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We used a couple of options that just didn't make sense for our players and for what we were trying to accomplish,
— Zach Artinian, club director

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Conclusion

Picking a sports management software is a big decision that can have far-reaching effects on the growth of your organization as well as the health of your community. In today's climate, it's more important than ever that your software supports more than just administrative features. It should also take into account the constantly changing circumstances of the COVID-19 pandemic. While we hope that we can return to normal as soon as possible, the infrastructure of your organization should be prepared to handle the current complications as well as any future issues.

We believe TeamSnap is best equipped to tackle these challenges. Its functionality, reliability, and forward-thinking features are why it's the most trusted app in sports management. At a time when many people are seeking stability, TeamSnap offers a software that truly makes a difference for its users. The experience and safety your sports organization provides your members is more important now than ever, [sign up for a demo of TeamSnap for Clubs & Leagues](#) to get started.



www.teamsnap.com/leagues-and-clubs