



— EBOOK —

 **registration**

Ultimate Guide to Hockey Registration:

Best Tips for Hockey Registrations

For Youth Hockey Organizers, Administrators, and Coaches

Registration is the foundation for any successful hockey organization. Without registration, there's really no way to build and fill our [hockey programs](#). Before you can [dive into registration](#), there are some critical steps

you need to take. [TeamSnap for Business](#) is here to provide a one-stop shop for everything related to hockey registration. Prepare for a launch date, go live, and reap the rewards of a well-designed online registration form.

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01.

How Does Registration Fit Into Your Hockey Programs?

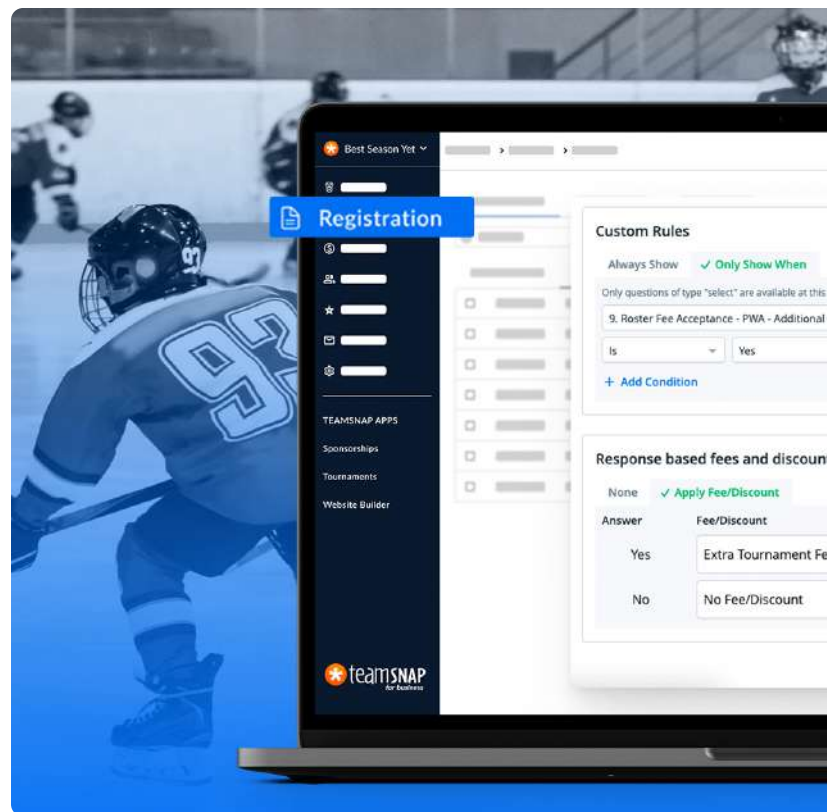
Choose the right hockey
management software for
your club.



The term “registration provider”, in its most basic form, refers to the company that makes the [system used to register participants](#) and collect applicable fees. However, this also can refer to a broader set of features including assigning players to teams, scheduling, websites, completing background checks, offering discounts or waitlists or coupon codes, and other tools to facilitate communications between administrators/coaches and your participants.

Administrators and coaches need to use different tools to complete all key functions needed to have [successful hockey programs](#).

As you can see below, [registration is the entryway](#) to everything else you need to do to stay organized as you kick off your programs.



Choose the right hockey management software for your club.

#1 Identify the Needs of Your Hockey Organization

The first step in choosing the right hockey management software is a quick look at your organization. Administrators should align the software needs with their board members and consider a few factors:

- What are the age groups and skill levels of your league?
- What type of budget does your organization have for a software solution?
- Do you have a list of priorities the software must accomplish for your organization? Maybe this is seamless registration, help with sponsorship, roster management, communication tools, or all of the above?
- More and more youth sports organizations treat themselves like businesses. They operate with a growth mindset – setting each season up for tremendous success. Adopting that mindset is a huge advantage to running your everyday operations smoothly. And just like any business, youth sports organizations need the right tools at their disposal.



#2 Pay Close Attention to Accessibility and Ease of Use

This factor is actually two built into one, but it's a simple question to ask of your [potential hockey management software solution](#). Is the product easy to use, for you and your members? Also, will the product be accessible to your entire organization? How can we spend less time organizing administrative tasks and more time on the ice? With the right software solution.

Look for hockey management software that makes your life easier. Any software may have a slight learning curve, but the idea is for your organization to hit the ground running. A good hockey management software will offer proper onboarding and assistance in getting your programs running.

Accessibility can also take on a few meanings. We want everyone in our organization to have access to the tool, whether that's the administrators running registration and setting out schedules, the coaches running the day-to-day communication efforts and other operations, or the parents using the tool to sign up their future hockey stars.

But, accessibility can also mean providing convenient ways for players to get involved. Does the software's registration system offer things like waitlists, payment plans, and coupon codes? Is there a sponsorship feature to help kids get better access to sports? These are a few factors to consider.



#3 Look for Complete Program Management: Rostering, Scheduling, Communication, and More

Program management is a cornerstone feature of many hockey management software solutions, but that proves just how important these features are. Hockey administrators should look for a solution that offers complete program management: handle all of your [rostering](#), scheduling, data exports, communication, and more in one easy-to-use platform. No more running from platform to platform to handle daily, operational tasks.

Other Areas to Consider: Sponsorship, Tournaments, Websites

Some other areas to consider with program management include features like [sponsorship](#), [tournaments](#), and help

[building a website](#). A good hockey management software will help with all of these areas. Sponsorships are an important way to add financial support and cash funding to your organization, especially in an expensive sport like hockey. Tournaments are a unique way to diversify your season's programming, and building an efficient website is key to your growth.

We share a few other areas to consider when choosing a sports management software in [this blog](#).

[Read More](#)



02.

Registration Made Easy on TeamSnap for Business

Introducing the most
intelligent registration
system in youth hockey.





Watch Now 



03.

5 Common Hockey Registration Traps And How To Avoid Them

Hockey administrators should avoid these 5 common registration traps.



We know sports registration can be a busy time of year, and let's face it, a little stressful. Nothing slows your hockey preseason down like accidental mistakes during registration. To help, we put together this quick list of the most common pitfalls of [hockey registration](#) so your club or league can avoid them and launch registration smoothly!



Building Your Hockey Registration Form(s) At the Last Minute

No one wants to be building registrations online at midnight the night before your registration is due to open. We can't stress this enough, don't leave your registration to the last minute, not only does that create a stressful situation for you or your admins, but it can also result in mistakes in your online forms. Allow for plenty of time to build your form (or forms) and test them to ensure they are working properly before launching. We recommend giving yourself at least two weeks to work on building your registration form online.



Not Sharing Registration Information In Advance

The more information you can provide your members about the upcoming registration ahead of time, the better. Let them know all the information they'll need to register, including any documents they might need to upload to help expedite the process, or information you'll be sharing with Hockey Canada or USA Hockey. Share information on when parents and players can expect to be placed on clubs and hear from coaches. When your members have all the information in advance, administrators will have fewer questions to field from parents who want to stay in the loop.



Complicated Fee Structures & Discounts

Nothing makes a registrar or treasurer's life more difficult than complicated fee structures, or a lack thereof altogether. Prior to setting up your registration, be sure to meet with your board to align on your fees for the upcoming season and what you will offer with each program. Don't forget to talk through any registration discounts you plan to offer.

Identify roadblocks you might run into with these prices and adjustments and consider where you may need to be flexible in your current fee setup. Complicated discount structures can be difficult for administrators to set up online, and difficult for your members to understand. Find a solution that provides simple fee management or discount codes.



Forgetting To Test Your Hockey Registration

Once you've built your form, don't forget to test it out! Forgetting to test your form can result in errors during open registration. Previewing it as a registrant not only ensures you check your work but also puts you in the shoes of your members, seeing firsthand what they will experience during the registration process. This is a great time to test out your fee structures, sibling discounts, and advanced logic you may have built into your form.

Registration season doesn't need to be the most stressful event for your hockey organization this year. Small improvements like these can help your organization stay on track and meet your registration deadlines with fewer hiccups along the way.

To read the rest of the hockey registration traps we must avoid, please [visit this blog](#).

[Read More](#)



04.

5 Must-Haves to Launch Hockey Registration in 2024

TeamSnap for Business
shares 5 must-haves to
launch a successful hockey
registration in 2024



Are you in charge of your [upcoming hockey registration](#) season? We understand organizing registration means a lot of moving parts. With these easy tips, we'll set up a [seamless hockey registration](#) process that keeps families and athletes returning to the ice season after season. Here are 5 must-haves to launch [hockey registration](#) in 2024.

5 Must-Haves to Launch Hockey Registration



#1 Trusted Online Registration Platform

This list could start and end with the #1 must-have for hockey registrations. But, we can't stress this enough. Make sure you find a reliable and user-friendly [software partner](#) to run your registrations. From fee flexibility to online form building and other enhanced features, make sure your registration software provider is a good fit for your hockey club.

For more information on finding the perfect online sports management platform, check out our [guide here](#).



#2 Flexibility for Rising Costs

All hockey organizers know that we're fighting rising costs across the board. That includes equipment, facilities, apparel, and much more. It also means that registration fees and dues are on the rise. Give your registrants some flexibility on rising costs. That could include early-bird discounts, user-friendly fees, [automated discounts](#), payment plans, and much more. These are essential to a strong registration season.



#3 User-Friendly Document Exporting

Playing youth hockey means working with a governing body at the highest level of the sport. That's why you should target a [registration provider](#) that includes user-friendly document exporting. Find a provider that helps you customize exactly what forms will be uploaded to your governing body and make the process as seamless as possible after the big registration day.

[Continued](#) →





#4 Waitlists

One way to [outshine the other hockey clubs and leagues](#) in your area is a family-friendly feature like waitlists. Just because one of your seasons or programs fills up quickly, make sure you can stay in touch with those families. This will help ensure the future growth of your organization. This will help you plan and adjust accordingly to the growing popularity of your hockey programs.

Accept from Waitlist

Registrant will receive an email notification of the acceptance and be prompted to complete payment.

Accepting

Player	Registration Option	Amount Due
Ellie Anderson	9-12 Boys Monday	\$ 1,200.00
Chase	9-12 Boys Monday	\$ 1,280.00

What will registrants see?

- Unable to accept previously released participant(s): Marshall.
- Unable to accept participant(s) not on the waitlist.

[Cancel](#) [Send](#)



#5 Parent-Friendly Registration!

Although our young athletes are the most important piece of youth hockey and youth sports, we all know who the biggest stakeholders are: the parents! Let's give our parents and families the best registration experience possible. This is the easiest way to keep them coming back season after season (and with a smile on their face!).

Make sure your registration provider is easy to use from a user perspective. And, bonus points for features like Digital Wallets, Flexible Fee Structures, or easy-to-understand forms.

The [youth hockey business](#) is booming, adding to the importance of organizers making their registration experiences as seamless as possible. Drive [better hockey retention rates](#) with these five must-haves!



05.

Why to Consider Adding Waitlists to Your Hockey Registration Process

Adding waitlists to your hockey registration is key for accessibility!



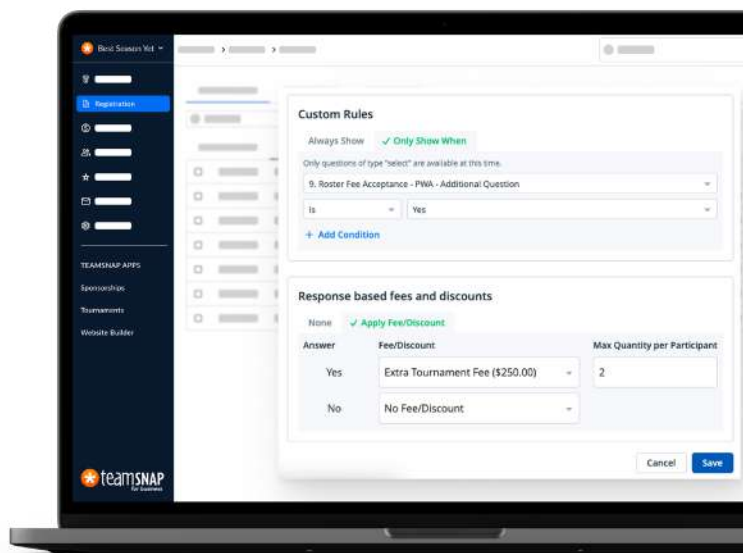
Youth sports, hockey in particular, are vital to the physical and mental well-being of our children. Ask any youth hockey parent about the benefits. That's why it's so important for us to keep our programs as accessible as possible. Adding waitlists to your registration process is a valuable way to accomplish this goal. [TeamSnap for Business](#) shares three reasons to consider adding waitlists to your next registration season.

#1 Enhance Your Ability to Manage Registrations

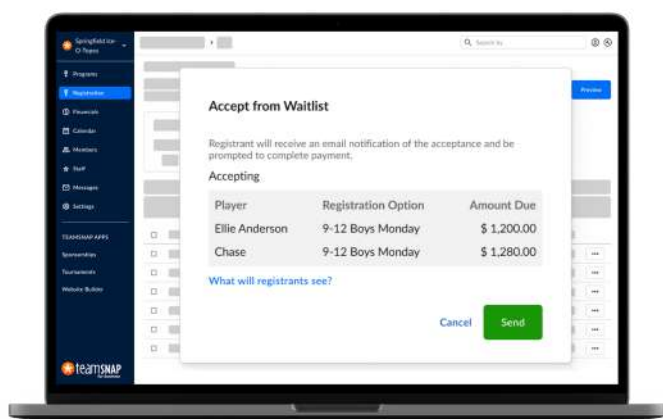
Registration season can be a stressful period of time on the youth hockey calendar. Especially if you don't have the right tools.

All youth hockey organizers are looking for better ways to manage their registration process. TeamSnap's registration system, only available on TeamSnap for Business, is a powerful way to make your registration more flexible, integrated, and accessible for every member involved.

And now with the enhanced waitlist offering, hockey organizers have even more ability to manage their registrations. Even [when capacity limits are reached](#), you can ensure every family continues to have a seamless experience.



#2 Registration Waitlists Help Continue the Growth of Your Community Hub



Hockey organizers often use their programs as a pillar or hub for their community. The benefits of youth hockey are seemingly endless: fostering lifelong relationships, teaching life skills, developing character, and so much more.

Waitlist programs allow hockey organizers to stay in touch with families who are interested in joining. Even if these families miss a specific season, they'll remain connected to your organization with regular updates, information about upcoming events, and other relevant information.



#3 Set the Future of Your Club/League Up for Success

Waitlists are also key to growing your organization season after season. With the enhanced offering, hockey organizers can plan and adjust accordingly to the growing popularity of their programs. Will you need more teams, leagues, coaches, volunteers next season? Keep track of that information by staying updated on your waitlists.

Additionally, you'll keep these families invested. Whether a spot opens up this season or not, the families will remain connected with your organization and engaged for the next registration process!



registration

Waitlists Now Available on TeamSnap Registration

TeamSnap is thrilled to announce the newest addition to our elevated registration solution, waitlist capabilities. This powerful new feature empowers administrators with greater control over registrations, enhancing your ability to manage registrations, even when capacity limits are reached, and ensuring a seamless experience for both registrants and administrators.

Benefits:

- Administrators now have the flexibility to enable a waitlist when a registration option reaches its capacity limit.
- Administrators can effortlessly oversee the waitlist through existing registration reporting with new filters specifically for waitlist order.
- This feature allows you to stay informed about the number of waitlisted participants, their details, and their status within the waitlist.

[Learn More](#)



06.

Maximizing Registrations with Coupon Codes on TeamSnap for Business

Coupon Codes are available only on TeamSnap for Business' registration.



The brand-new coupon codes feature on [TeamSnap for Business' Registration](#) is a potential game-changer for your hockey organization. Cut down the costs of this cost-heavy sport. Here is a quick guide on how to maximize your registration numbers with coupon codes, only available on [TeamSnap for Business Registration](#).

Youth Sports Registration Coupon Codes

Coupon codes give organizations complete flexibility to manage the fees paid by registrants. This includes the administrative ability to turn them on and off, create memorable names for each code, and even customize which fees are eligible for the discounts.

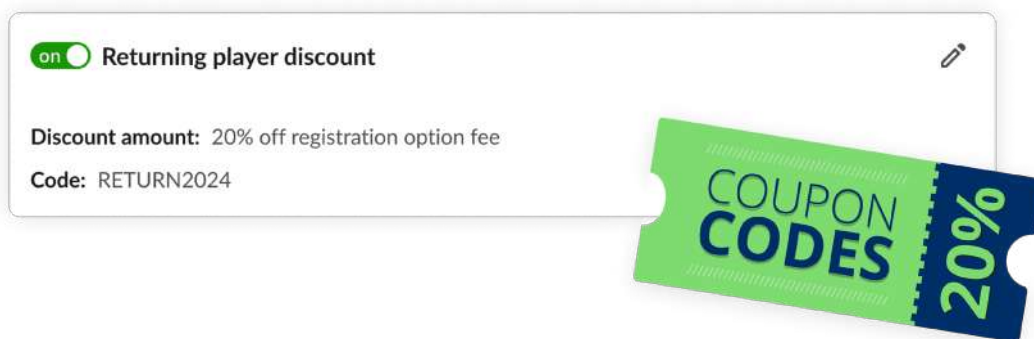
Check out the new feature, integrated directly into TeamSnap for Business' [registration forms](#), for maximum flexibility and control over your season. This key functionality makes it easier than ever to create, customize, and distribute the discounts to incentivize customers to register quicker and easier than ever.

Benefits of Coupon Codes Hockey Registration

Adding coupon codes to your registration process is an easy way to make your programs more accessible. This is easy to use and built directly into the [TeamSnap for Business platform](#).

Below is a list of the best benefits of utilizing coupon codes for your next registration season.

- Coupon code redemption is fast and seamless for registrants (players and parents!)
- Ability to create and manage multi-use coupon codes
- Flexible use: set the discount amount or percentage and date range for each coupon code
- Can be used by anyone, and used multiple times by different registrants
- Redeemable against selected fees: Participant Fees and/or Add-on Fees
- User-friendly entry for in-process registrants
- Administrative tracking: see who uses the coupon codes, filter or archive past codes, and iterate based on which codes are most successful



How to Use Coupon Codes on TeamSnap for Business Registration

Adding coupon codes and discounts is easy through our TeamSnap for Business setup wizard. Find a full guide of setting up these codes at [this link](#).

1. Click 'Add Discount' in the Checkout Settings tab of your registration form.
2. Enter the discount attributes
 - The discount name should be descriptive to help you later identify the discount.
 - Select whether the discount is a percentage or flat custom amount and enter the amount.
3. Using the 'Rules' section, select what fees this discount or code can be added to.
4. Select if the discount will be applied automatically or through the use of a code.
 - Enter a unique code for registrants.
5. You can activate the discount within a specific date range by toggling the date-based validity button to ON.
6. You can also activate an automated discount based on the number of options in the cart by switching the toggle for Qualifying # of options in cart to ON.
7. Click 'Create' to finalize the discount or coupon code!

Hockey Registration Coupon Codes Features:

Set the Discount: Customize your discounts – whether it's a flat amount or a percentage off, you're in control.

Date Range: Define the promotion period to create a sense of urgency that drives registrations.

Select Fees: Redeemable against Participant Fees, Add-on Fees, or both – tailor your promotions to suit your needs.

[Learn More](#)



07.

How to Organize Your Hockey Volunteers Using TeamSnap Registration

Here's how administrators can organize volunteers using TeamSnap Registration.



Volunteers are the unsung heroes of our youth hockey clubs. But, how do we keep our volunteers organized? Using TeamSnap Registration, this is a breeze!

Running a youth hockey league would be difficult without our volunteers. From gameday duties to hosting hockey social events to fundraising, these volunteers accomplish a lot for our organizations.

[TeamSnap for Business](#) shares how to organize and manage league volunteers using TeamSnap Registration.

How to Organize Hockey Volunteers Using TeamSnap Registration

Administrators can customize the questions on your form whenever you host a new registration season. Add a simple question for family members, “Are You Interested in Volunteering?” with a “yes” or “no” response option. You can make this question required or optional. Question settings can be customized even after the form is live.

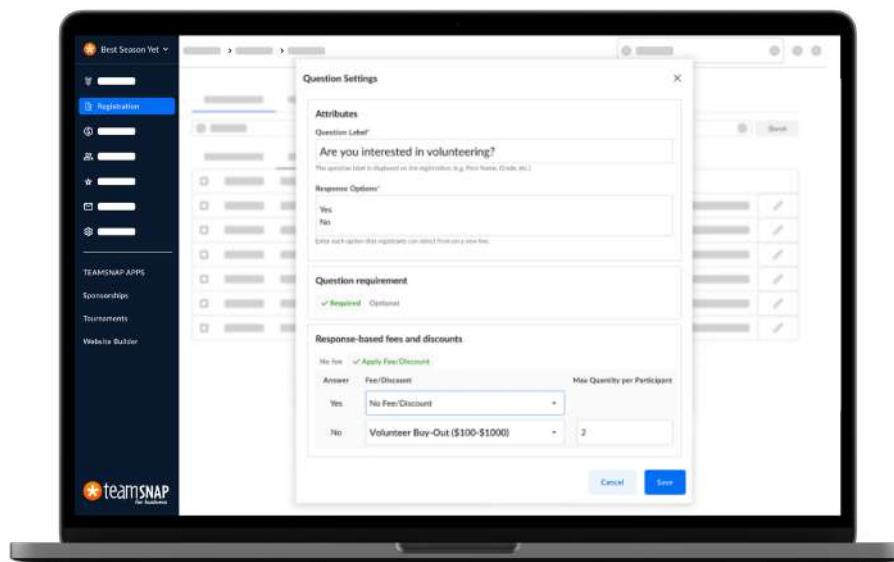
This ensures that the volunteer will receive the same schedule, messages, and other relevant information on their club throughout the season. Volunteers can sign up for various opportunities such as merchandise vendor, supply drive coordinator, and much more.

TeamSnap Registration also features advanced logic, which

allows you to show the volunteer question (or other questions) only if a previous response is given.

While we do love the use of volunteers, administrators also understand that some family members are just too busy during the season. Give these people an easy out. For a small fee (paid during registration), let some of those super-busy parents opt out of their volunteer duties. Optional fees can also be added to this question when designing your registration form.

This is an easy and efficient way to collect more payments during your registration season. And it will help drive down costs for some of the other members of your league.



08.

4 Tips to Boost Hockey Registration Numbers

TeamSnap for Business shares the four best tips to boost your youth hockey organization's registration numbers.





As we gear up for an exciting season(s), youth hockey clubs everywhere are hyper-focused on two things: growth as an organization and exceptional on-ice performances. To grow a hockey organization, it all starts with a streamlined and hassle-free registration process. The better the registration, the more those numbers of new athletes will flood in. Here are the four best tips to boost your hockey registration numbers.

Tip #1 Clear Communication + Start Early

We can't stress this enough, don't leave your [hockey registration](#) to the last minute. Not only does that create a stressful situation for you or your admins, but it can also result in mistakes in your online forms.

Allow for plenty of time to build your form (or forms) and test them to ensure they are working properly before launching. We recommend giving yourself at least two weeks to work on building your registration form online.

As a two-part tip to lead off this list, hockey organizers should also prioritize clear communication. That means clear communication with your administrative staff in order to streamline the registration creation process. But, it also means organized communication with returning and new players/parents/families. Make sure your registration deadlines, pricing structures, and processes are crystal clear.

Tip #2 Make Your Programs More Accessible

Accessibility is vital to the growth of our hockey programs. It's the Stanley Cup of [hockey registrations](#). Without a layer of accessibility, your programs will stay stagnant. But, what exactly can we do about this?

Find a [registration provider](#) that offers this unique value. For example, think about adding early-bird discounts,

the ability to sign up for payment plans, discounted or best-in-class payment fee structures, offline payments, and waitlists. These are just a few of the best ways to make your programs more accessible to every [hockey-loving family](#) in your community.



Tip #3 Learn How to Market Your Programs

Preseason is the optimal time to start thinking about marketing your programs. Good promotion of your league will result in increased participation numbers and the continued

strength of your organization's community. Take advantage of websites, social media, sponsorships, and local community events to get the word out about your league.

Tip #4 Offer Unique Value in Your League

Let's face it. Hockey competition is tough. And we don't mean the competition at the rink. There are probably several [competitive hockey organizations](#) in your local town, city, etc. And not to mention competition from sports outside of hockey playing in the same season. Make sure your league and club offers athletes and families some unique value/opportunities.

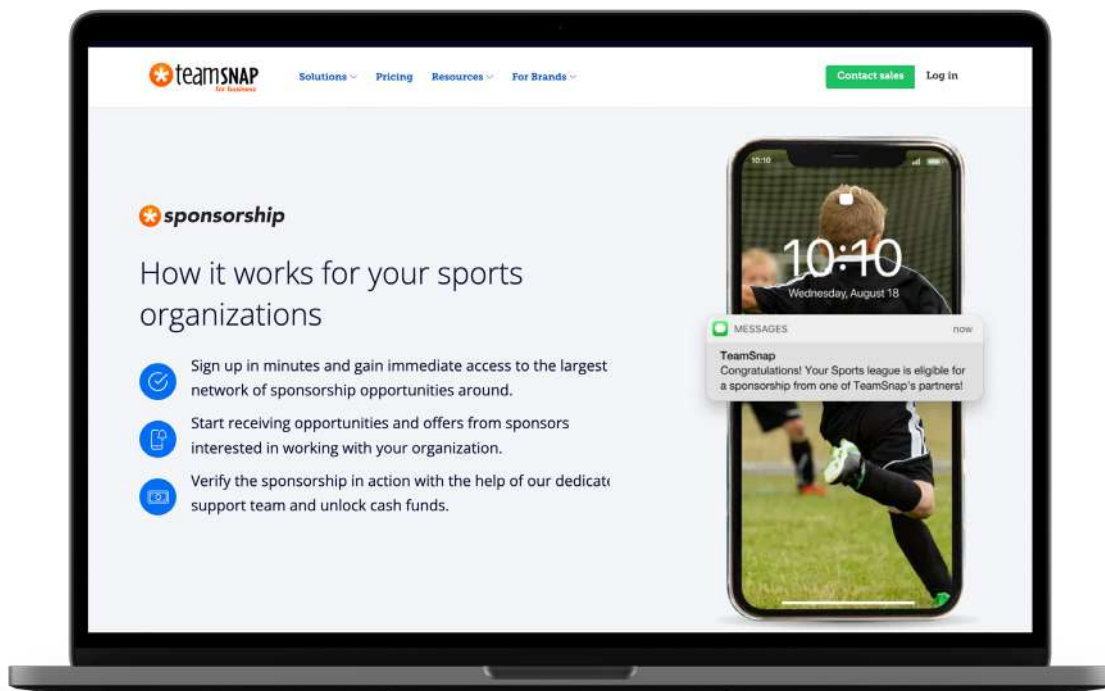
One of the best ways to market unique value is taking advantage of [TeamSnap Sponsorship](#). TeamSnap Sponsorship

makes [youth hockey more accessible](#) by connecting organizations like yours with regional and national brands as sponsors. And, there's no additional cost!

- Add financial support and cash funding to your organization!
- Gain credibility + visibility from big name sponsors
- Build meaningful partnerships with supportive brands

To learn more about [TeamSnap for Business](#), get started on your [exclusive video tour](#) today!

[Learn More](#)



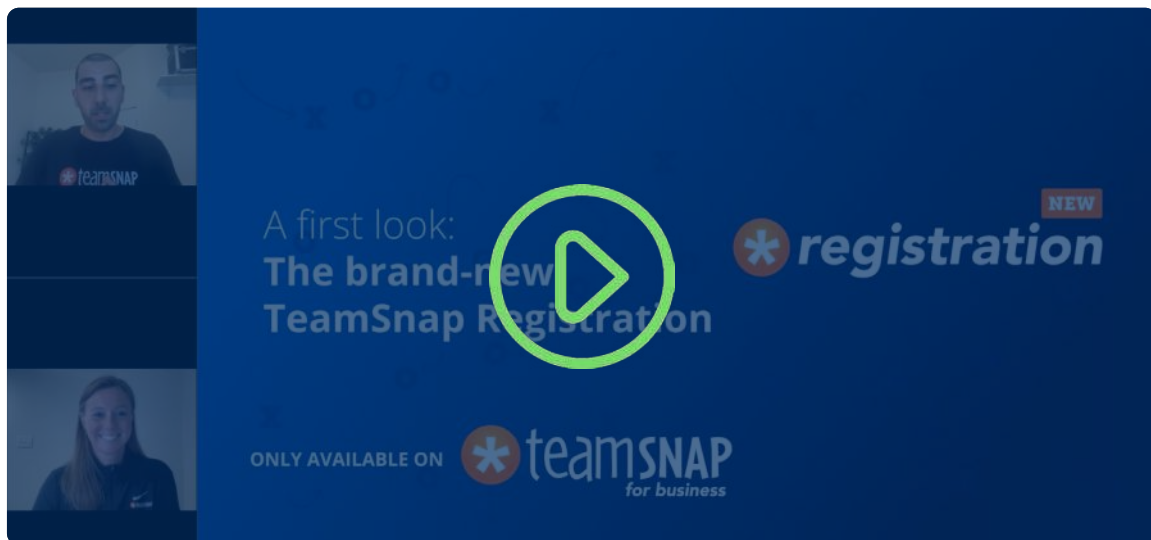
09.

Watch Now: The Most Configurable and Cost- Effective Way to Register Players Revealed

This on-demand webinar shows why TeamSnap for Business registration is the most configurable in youth hockey.



Watch to see how TeamSnap's all-new registration system brings you everything you need to register players and staff, collect fees, and ensure all forms and documents are completed in a flexible solution that saves you money.



Watch Now 

registration

TeamSnap Registration:
the most intelligent
system in youth hockey

Sign up players and coaches efficiently, with few errors, and in the most cost-effective way.

TeamSnap for Business registration is the best way to sign up athletes for your upcoming season. Fully customizable and flexible to support all of your hockey programs, TeamSnap registration makes it simple to collect information, documents, and season fees, while being the most efficient way to roster and set up your hockey teams for success.

Learn More