



**Tackling the 5 key concerns  
of football organizers**



**Every season** comes with new and exciting challenges, but these may sometimes leave you feeling anxious and uneasy.

Will we get enough players and coaches to sign up?

How many returning players will we have?

Are our registration forms set up correctly?

Will our coaches align with our mission?

We're here to tell you that you are not alone. Many other football organizers have the same questions and concerns and have been in your shoes.

We spoke with several football organizers to understand what their biggest concerns were going into a season, and their number one piece of advice for others in a similar situation.

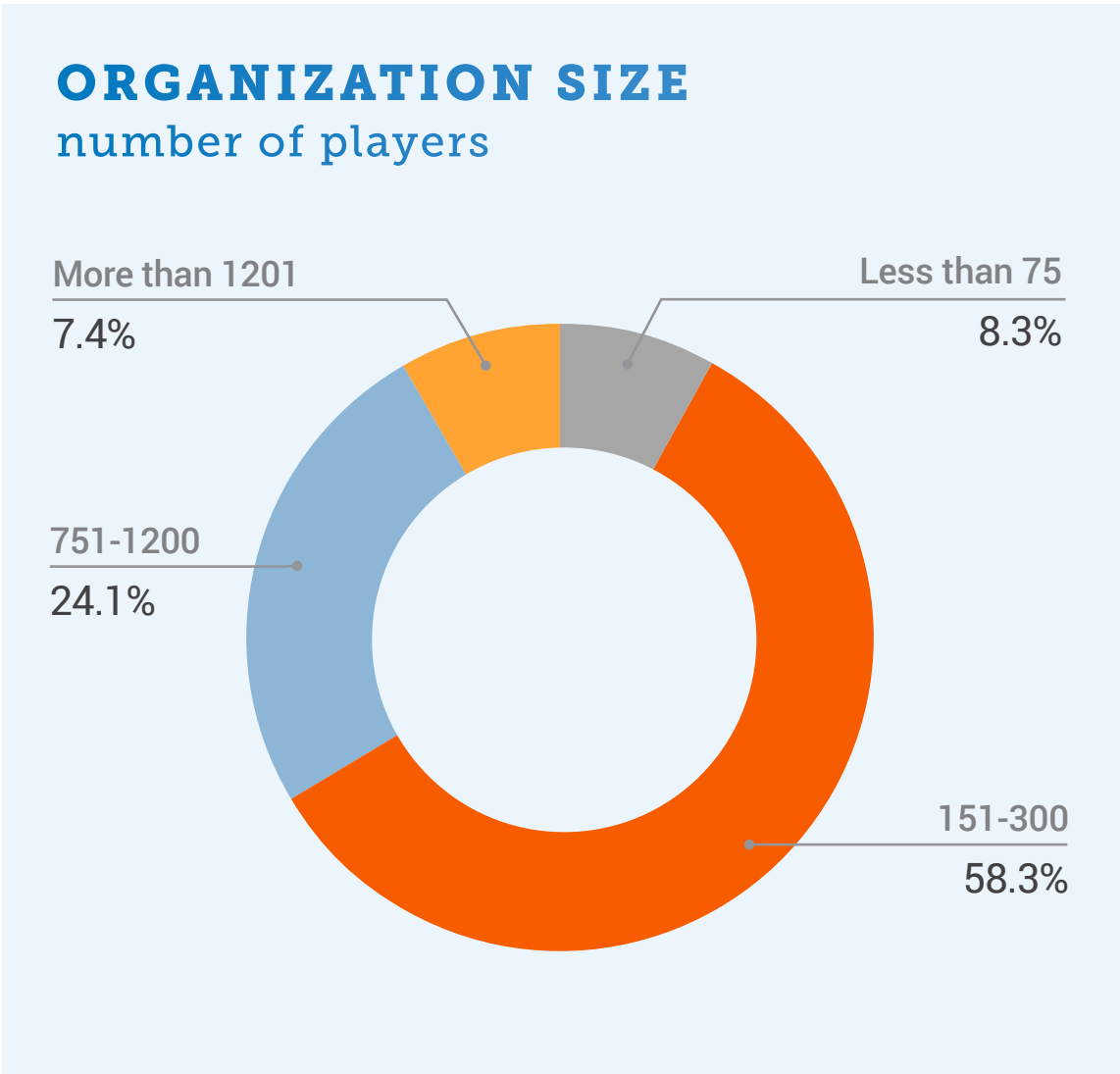
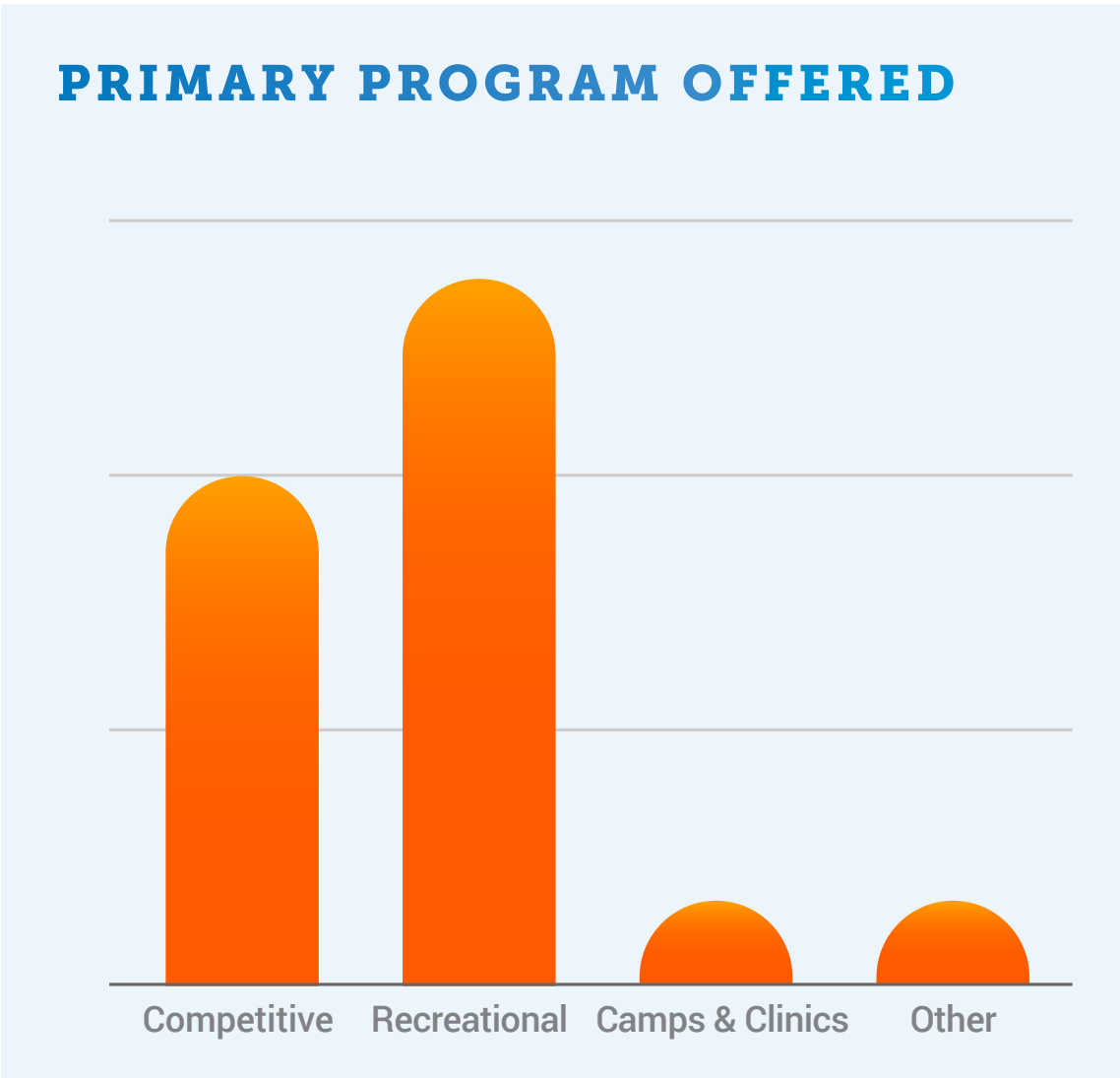
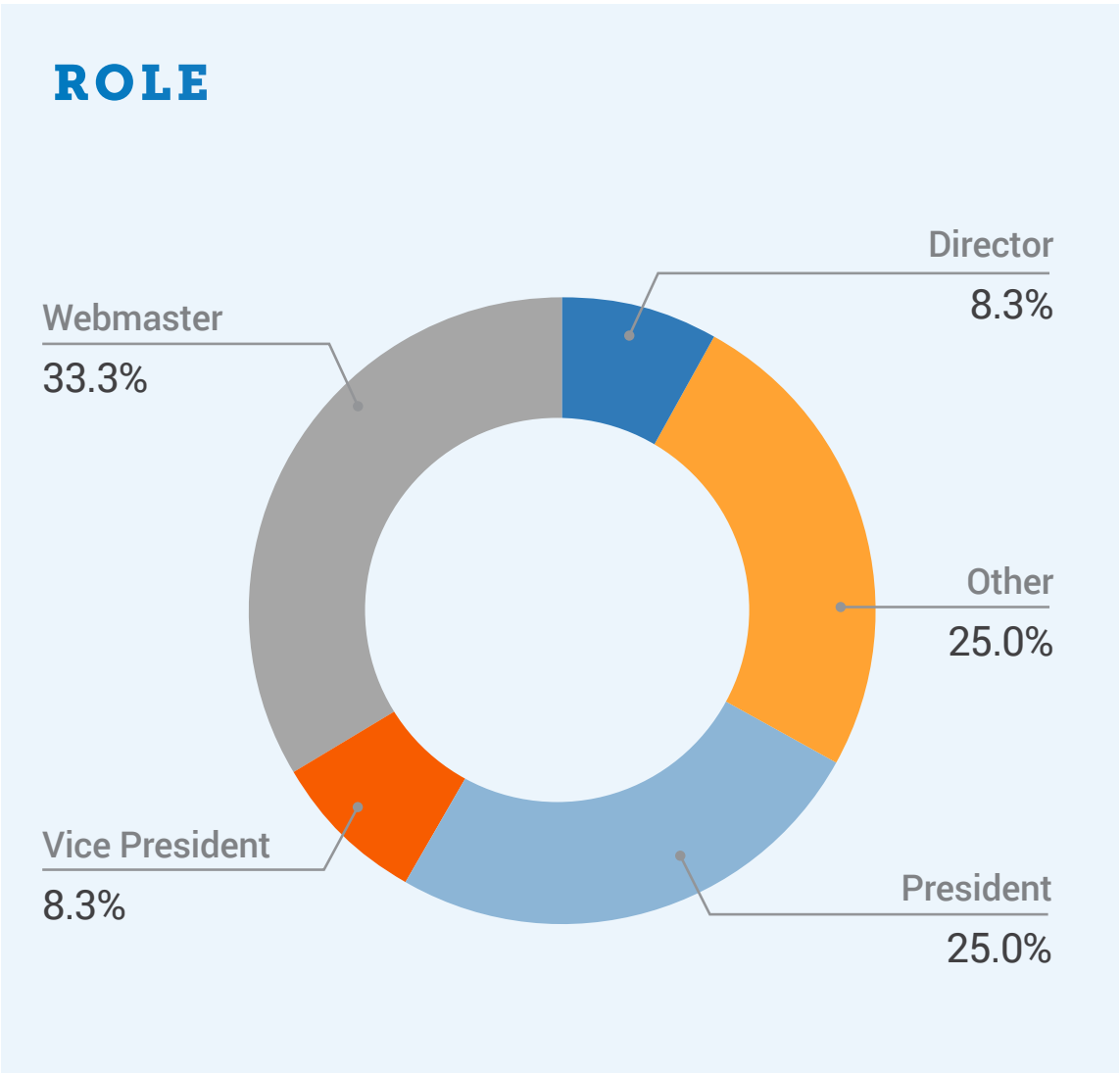
**Let's dig into our findings.**



# Organizers Like You

When you have questions, it's natural to seek out the advice of your peers and colleagues—the people who understand our situations best. They've been in your shoes, which is why they can give you the best guidance.

We knew that in order to create a valuable guide for football admins, the best people to get insight from were other football admins. Here are some of the most important tidbits we gathered from your peers.



# Shared Concerns

No matter the size or makeup of the football organization, there were five core concerns that resonated across the board: the perception of safety in football, player recruitment and development, coach recruitment, planning and communication, payment and financial management, and organizing around registration.

## THE SAFETY PERCEPTION

Multiple football organizers told us their biggest challenge was football's image as a dangerous sport. A [Harvard study](#) showed that NFL players are six times more likely than the general public to report serious cognitive problems, but the risks inherent in football aren't exclusive to the NFL; A [2017 study](#) found evidence that kids who played tackle football before age 12 doubled their risk for cognitive issues and behavioral problems.

In order to garner interest for their program, organizers spend a lot of time educating players, parents, and their greater communities about football safety. Demonstrating how to wear and use the right protective gear and emphasizing the importance of safe football training can alleviate many of their concerns.

It's also important to show your commitment to safety during every warmup, in every practice, and in every game. Insisting that players follow the current safety rules on tackling, limiting contact during practices, and making sure every players' protective gear is in good condition will go a long way towards preventing player injuries and increasing team confidence.





## PLAYER RECRUITMENT AND DEVELOPMENT

Teams, clubs, and sports organizations are nothing without the players that help drive their success—which is why the recruitment and development of players can make or break a season.

One of the main goals of almost every sports organization is to continue growing its member base, and on the flip side, one of the biggest fears is not having enough players to fill each team.

These are big challenges, but football admins are coming up with some creative ways to attract new players and coaches.

Football admins all agree that making community connections is key to a successful program. Hosting meet and greets for prospective families and inviting prospective players to practices are two important ways to showcase the program you’re building and convince fence-sitters to sign up. Participating in local community events and working with institutions, such as schools, community centers, and libraries are easily accessible channels that can end up being your best

referral sources, especially in tightly-knit communities.

Advertising and social media promotion are other great ways to get the word out. As an alternative to traditional advertisements, local newspapers often offer “sponsored content” stories that you can buy; it’s an ad in the form of an article that touts all the great things about your program. Several admins emphasized the importance of a friendly, well-maintained social media presence, which can answer questions related to schedules and other issues prospective players may have. Social media is a great way to mobilize your existing base of players, parents, and volunteers to spread the word about your program.

Lastly, football admins are great at getting creative and using events and clinics to drum up interest. Offering multi-day camps or free half-day clinics provides parents with a way to keep their kids occupied—something that all parents are looking for during school vacations. Think of these shorter-term offerings as a gateway for parents to learn more about your organization and the ongoing programs that you can offer.

## COACH RECRUITMENT

A good coach is arguably the most important element in a team's success, growth, and enjoyment during football season.

This is where coach recruitment plays a vital role. Good coaches want reassurance that the organization they're working for has the tools and capabilities to provide a seamless and enjoyable experience—from registration and tryouts to practices and gameplay. And they want to make sure they'll be matched with a team at their level and supported by their organization.

Players want coaches that they can trust. They want to know that the people developing them have their best interests at heart. That's why football organizers told us that finding—and retaining—enthusiastic and talented coaches was essential to building and maintaining teams. The better the coach, the better the experience, which is particularly true for youth teams.

In order to successfully find the right coaches and staff, admins rely on involvement from various parties. First and foremost, they make sure to bring in each coach for interviews in order to determine whether there is alignment in culture and approach. Making sure returning coaches are still aligned is just as important, especially if there have been changes in philosophy or if you have received valuable feedback. This is the second key point—feedback. Some organizers set up opportunities for parents, and even players, to provide feedback. Understanding the concerns and suggestions from the people you are serving will allow your organization to find and retain the best coaches available.



## PLANNING AND COMMUNICATION

As one admin put it, “clear, concise, and continual communication” is an essential ingredient to a successful season. Admins use a multitude of platforms and products to cover all their bases and make sure everyone involved has the details they need. They told us that keeping open lines of communication with parents and players almost always resulted in a more enjoyable experience for everyone involved.

Communication software allows admins to contact everyone in their organization in segments (such as the coaches or select teams) and get their message across in a variety of ways, whether it’s emails, in-app messages, or group chats. Setting up automatic reminders for everything from registration deadlines to game days will help keep everyone in the organization on track. And alert messages are particularly useful when there is a last-minute time change or cancellation.

## ORGANIZING AROUND REGISTRATION

A successful season is downright impossible without being prepared and organized. To make sure they are prepared, many football organizers strongly suggest starting the groundwork as early as possible. Planning a season takes time; giving yourself enough of a window allows you to make sure you cover each question and concern.

The logistics of registration and rostering is a major priority for football organizers. They told us that registration needs to be accurate, rostering needs to be easy, and they preferred using tools they can share rather than emailing around spreadsheets. For organizers who are dealing with a high volume of registrations, their systems need to be glitch-free from the get-go. Being able to rely on easy-to-use tools makes the whole process easier.

It’s a good rule of thumb to start preparing your

registration and rostering process a month or two in advance and test it out to make sure everything’s running smoothly when the season starts. Make sure you review the registration forms to confirm that you are collecting the right information and everything is working as expected. Take the time to run through every potential scenario for team formations, travel arrangements, and tournament schedules—and think through different mistakes and errors registrants may encounter (or have encountered in the past). Some organizations even ask parents and coaches to give their procedures a test run as well—they may catch inconsistencies and have valuable suggestions. Finally, make sure your coaches and other admins are aligned with the plans, so that everyone is on the same page.

Being well prepared and organized will allow you to provide a much better experience for all involved—including yourself.

# Sage Advice

There will definitely be challenges that come with running your sports organization, but always remember that you are not alone—there are others experiencing the same set of concerns and hurdles.

**"Be open and honest with parents when dealing with them."**

**"Take your time when filling everything out in the system—it will save you a lot of time in the future."**

**"Focus on the individual players and develop them the best you can. Players come before teams, before coaches and before club. That takes strength to do."**

**"Stick to online registration only."**

**"You won't break it! Just try and use the help if you need it."**

**"Always prepare for what could possibly go wrong, so that if it happens you have a plan in place."**

**"Stay engaged with all stakeholders. Communicate, communicate, communicate!"**

**"Think and plan out the season and goals before any email or website is launched."**

**"Use one piece of software. Having data across multiple platforms makes it very hard to manage!"**

**"Start prepping for the new season as soon as the old season is done."**

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Solution**



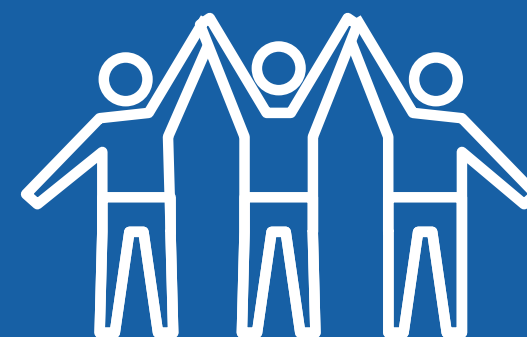
**Increased  
Efficiency**



**Streamlined  
Operations**



**Seamless  
Communication**



**Happy  
Members**

For more information on how TeamSnap can support your football organization, from start to finish, visit us [here](#).  
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