



SUCCESSFUL CLUB SYSTEMS

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WORKSHOP OVERVIEW



- Morning

- Introductions / Goals
- Web Technology Primer
- **PBWorks**: Policy & Procedures Wiki
- **Clarity Accounting**: Online Bookkeeping

- Afternoon

- **SportiCal**: Program calendar & registration
- **TeamPages**: Internal communication
- Marketing & Social Networking for Clubs (time permitting)

CONCLUSION

- You leave this workshop with the following:
 - A new tool to document your club procedures
 - Free trial for an online accounting system
 - Software to organize your summer courses / camps
 - An online club mgmt and communication system
 - Marketing info and tips to increase your community visibility and membership base

INTRODUCTIONS

- Who am I?
- CanoeKayak background (athlete, coach, admin)
- CKBC Board Member 4 years
- Founded Victoria Youth Paddling Club in 2007
- CKBC LTAD Implementation 2008-09
- Work: Scientist, Project Manager, Consultant

INTRODUCTIONS

- Who are you?
- Roundtable



SHARED VALUES

- Sport & Recreation Participation
- Increased capacity of clubs and volunteers
- Innovation & Creativity
- Collaboration & Sharing
- Others...?



WEB TECHNOLOGY PRIMER

WEB TECHNOLOGY PRIMER

- Desktop software
 - Purchase on a CD
 - Install on your computer
 - Data you enter reside on *your* hard drive
 - Examples: Word, Outlook, Simply Accounting

WEB TECHNOLOGY PRIMER

- Web-based software
 - Many are free, some have a monthly fee
 - Access through web browser on *any* computer
 - Data you enter reside on server “cloud”
 - Examples: Gmail, Google Docs, Facebook

WEB-BASED SOFTWARE ADVANTAGES

- Accessibility - can use any computer
- Portability - volunteer succession
- Affordability - free or low-cost
- Currency - constantly improving
- Security - managed for you

WEB-BASED SOFTWARE: GENERAL CRITERIA

- Simple & easy
- Time-saving or effort-saving
- Free or low-cost

WEB-BASED SOFTWARE: SPECIFIC CRITERIA

- How many people will use the software?
- What is the skill level of your staff/volunteers?
- How is your current system working?
 - What works well? What can be improved?
- How much time can be saved with a new system?
- Does the “vision” of the new system reflect yours?
- What are the costs: software, research, implementation, and training?

TECHNOLOGY AUDIT & NEEDS ASSESSMENT

- Individual/Group Exercise
 1. List all technology currently used by your club
 2. Make a list of all club procedures / systems you feel could be improved through technology
 3. List all members / volunteers who have the skills to introduce new technology

PB WORKS

Creating a Wiki for your club

WHAT IS A WIKI?

- A *Wiki* allows the easy creation and editing of any number of interlinked web pages via a web browser
- Benefits
 - Collaborative authoring
 - Versioning / change tracking
 - Member notification

CASE STUDY

- Victoria Youth Paddling Club
 - Online policy & procedures manual
- <http://vypc.pbworks.com>

CREATING YOUR OWN WIKI

- <http://www.pbworks.com>
- FREE account

CLARITY ACCOUNTING

Setting up online bookkeeping for your club

WHY ONLINE BOOKKEEPING

- Benefits
 - Very secure
 - Multi-user access
 - Easy succession / hand-off
 - Cheaper than desktop software

CASE STUDIES

- Victoria Youth Paddling Club
- <http://www.clarityaccounting.com>

SETTING UP CLARITY ACCOUNTING

- <http://www.clarityaccounting.com>
- 30-day FREE trial

SPORTICAL

Program / event calendar with online registration

WHY ONLINE REGISTRATION

- Benefits
 - Information you need is at your fingertips
 - Receive **payments** faster
 - Simple and easy for participants

CASE STUDY

- Victoria Youth Paddling Club
- <http://vypc.sportical.com>

SETTING UP SPORTICAL

- <http://www.sportical.com>
- 6 months FREE for attending this workshop

TEAMPAGES

Setting up an internal scheduling and communication system for your club

WHAT IS TEAMPAGES?

- Teampages is an online club management system
- Benefits
 - Private and secure
 - Centralized place to post all information
 - Member notification by **email** or **text-msg**

CASE STUDY

- Victoria Youth Paddling Club
- <http://vypc.teampages.com>

SETTING UP TEAMPAGES

- <http://www.teampages.com>
- FREE account

MARKETING & SOCIAL NETWORKING FOR CLUBS

Tips to increase your community visibility and
membership base

TYPES OF MARKETING



- **“Shot Gun”**

- Posters
- Email blasts
- Advertizing
- Presentations
- 1-2% success rate

- **“Laser Beam”**

- Referrals
- Personal email
- Phone calls
- Bring-a-friend
- 50% success rate

TYPES OF MARKETING

- Both “Shot Gun” and “Laser Beam” marketing are important
- You just need to realize that you need to target WAY MORE people with your shot gun strategies in order to see results
- “Shot gun” strategies also give you more visibility, creating more community awareness

PRINT MATERIALS

- **VistaPrint** is an online printing company
- They offer a limited quantity of FREE product, but you can keep re-ordering
- Your only cost is for shipping and up-sells
- <http://www.vistaprint.ca>

E-MAIL NEWSLETTERS

- Every club has a database of email addresses through PadTrac
- Benefits of sending email newsletters
 - Keeps your members informed & interested
 - Well suited to the “club parent” demographic
 - Tracking and stats - who opened? who clicked?

E-MAIL NEWSLETTERS

- **MailChimp** is an email marketing service
- Free account includes 3,000 messages per month
- Use generic templates, or design your own
- <http://www.mailchimp.com>

SOCIAL NETWORKING

- “Social media isn’t a fad, it’s a **fundamental shift** in the way we communicate”
- Facebook has over 350 million users
- If Facebook was a country, it would be the 3rd largest in the World after China and India

WHAT IS A FACEBOOK PAGE?

- **Facebook Pages** connect users with brands, products, and organizations that they enjoy
- Clubs can use a Facebook Page to build a fan base consisting of members and supporters
- Messages posted to your club's Facebook Page will appear on the news feeds of your fans

ONLINE MESSAGING

- “I sometimes worry about my short attention span, but not for too long”
- Tips
 - Be brief, be brilliant, and be gone
 - Promote interactivity - ask questions
 - Link to more information
 - Deals / exclusive offers

CLUB WEBSITE

- Case Study
 - <http://www.vyppc.ca>

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