BE VOLUNTEER HAPPY

Increase Club Revenue

Ways to Increase Club

Flexible Club Membership Options

Online Donations

Make the Most of Your Facilities

Collect Match Fees via the Club App

1. Sponsorship

Easily create a custom sponsorship section on your club website that includes: benefits, audience reach, costs and who to contact with questions. Sell sponsorship opportunities directly in the online club shop.

Add extra value with articles profiling sponsors which are then automatically sent to a club's Facebook and Twitter accounts.

Increased revenue rating: £ £ £ £

How to get started:

1. Create sponsorship packages, including the multiple different placement options on the website
2. Identify and approach sponsors with the new sponsorship options
3. Add sponsors to the website in various placements

Useful guides:

How to put together a sponsorship proposal

The ultimate guide to club sponsorship

How to add sponsors to your website

2. Flexible Club Membership Options

Being able to offer a range of payment options shows a club that thinks about its members. It also allows a club to collect more income.

With Pitchero Payments, creating products that are one-off, instalments (weekly or monthly for a number of times) or a subscription (continuous payments every week or month) is simple.

Convenient for members to buy 24/7, the online system also helps clubs to track payers and auto-chase non-payers with ease.

Offering members direct recurring payments means clubs don't need to chase and a lifetime club payment (just like a gym) repeats forever.

Flexible payments help individuals and families spread the cost of membership over time. This approach ensures a club get fees paid and could attract new members who prefer this way of paying.

Increased revenue rating: £ £ £ £

How to get started:

1. Create a club account with one (or both) of our Payment Providers
2. Create your Membership products with the options to pay in instalments or as a one-off payment
3. Put the product live on your website and even invite members to purchase/subscribe

Useful guides:

How to create membership products

Here's a quick start guide on setting up your site to collect payments

What does Pitchero Payments offer my club

15 reasons to get started with Pitchero Payments

Pitchero Payments Knowledge Base

Pitchero Payments FAQ

3. Online Donations

Asking for online donations is an effective way to raise money for your club - by selling a product in your shop and promoting it on the website and social media.

This is a different dynamic to a paid product so whether an appeal to offset Covid-19 losses or a clubhouse fund, clubs on Pitchero have raised over £250,000 in less than a year!

Set up a product in your club shop, set a target figure to aim for, specify amounts or allow custom amounts, view names of those who've donated or donors can stay anonymous if preferred.

Increased revenue rating: £ £ £ £

How to get started:

1. Head to Shop and payments area of your club control panel
2. Choose a payment provider (if you've not already done so (Stripe is best for one-off payments like this)
3. Create a donation product with a variable amount
4. Promote to your community and beyond

Useful guides:

How your club can collect online donations

The ultimate guide to collecting club donations online

Creating a donation product

4. Make the Most of Your Facilities

Clubs, on the Elite or Ultimate package, can now hire out their facilities and accept instant online bookings using the integration with Bookteq.

Just create a Bookteq account, connect Bookteq to your Pitchero website and decide which spaces/venues to take bookings for.

Customers see what's available for hire (bar, changing rooms, pitches etc) and can pay 24/7 with no input from a club official.

It saves volunteers time and a club can hire out their facilities all year-round - leading to more bookings and income.

Increased revenue rating: £ £ £ £ £

How to get started:

1. Link a facility bookings account with Bookteq with your Pitchero website
2. Add the Bookteq plugin to your Pitchero website
3. Promote your facilities on Playfinder - the UK's leading search & booking platform

Useful guides:

Using Bookteq on Pitchero

How much income could your club earn via Bookteq

What can be booked and managed online
The benefits of managing facilities online

Connecting Bookteq to Pitchero

5. Collect Match Fees via the Club App

Collecting match fees via the Club App could be the biggest transformation your club sees this year.

Forget endless chasing by captains and clubs, handling cash, working out who's paid what and driving to the bank to pay it in. Collect more payments straight to your club bank account.

A fast, contactless and secure way to pay and collect subs. Just set up Stripe as a payment provider and create a match fees product.

In the Manager App, select a team and prompt players to pay.

In the Club App, players and parents can view the total match fees unpaid on the Overview screen then tap to pay a single match fee or everything owed.

Increased revenue rating: £ £ £ £ £

How to get started:

1. Set up an account with our payment provider, Stripe.
2. Set up the match fee products in your club control panel
3. Make sure your fixtures are all set up and your team admins are comfortable using the team selection tools
4. Get the Team Admins to collect the match fees on the matchday in the Manager App

Useful guides:

Setting up match fees

Using the Manager App to collect match fees

The benefits of using match fees

Match fees case studies

Pitchero

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