

Roadmap to Success

Use this roadmap to guide you through the steps you need to take before, during, and after every season's registration period.

60 DAYS PRIOR TO REGISTRATION

Phase: Program planning

□ Map out your program

Determine

- Cost to participate
- Number of participants
- Divisions and level of play
- Registration open and close dates

Consider

- Enabling a registration refund policy utilizing [RegSaver](#)
- Legal waivers & forms that need to be created
- Supplementing your season with virtual coaching and training through [MaxOne](#)

□ Update website and listings

- Update website content to reflect a new season
- Create ready-to-ship uniform kits or custom jerseys from your own SportsEngine Gear powered by [SquadLocker store](#)
- Create listings for upcoming programs on [SportsEngine.com](#)

□ Update clubs, leagues, and teams

- Activate your next season
- Note: Make sure your teams, leagues, and divisions are accurate

□ Begin raising money

- Find local and national sponsors
- Start a fundraising campaign

Pro Tips

How to create a program listing:

- Log in to SportsEngine HQ
- Select "Promotion" in the navigation
- Click "SportsEngine.com Listings" and create a new listing to advertise your programs

How to activate a new season:

- Go to your club, team, or league page and follow the steps on the page

30 DAYS PRIOR TO REGISTRATION

Phase: Registration building

□ Contact your SportsEngine account manager

- Provide details to begin building registration forms
 - Autoforms, waivers, financial consolidation, payment options, etc.
- Get advice on the upcoming season
- Review registration with Account Manager PRIOR to opening for the season

□ Create a communication plan

- Determine how and when you will reach out to former and prospective participants for the upcoming season
- Create smart groups in SportsEngine HQ of past participants to encourage them to return for another season
- Plan social media posts, make sure accounts are updated

□ Begin coaching search

- Create and collect applications for coaching positions
- Have each applicant complete background check (NCSI)
- Launch your coaching application form

Pro Tips

Utilize the Registration Request Form to create a new registration listing:

- Submit a Copy Request Form from a past season with updated details to expedite the process

Create smart groups to make sending messages to specific groups easy

- Navigate to SportsEngine HQ
- Select Members, then choose Permissions and Newsletters
- Select the Groups subtab then choose to Create New Group

Safety requirements are always evolving, make sure you're up-to-date with the latest initiatives and mandates by contacting your account manager

Phase: Registration opens

Advertise your programs

- Execute your communication plan
- Ensure SportsEngine.com listings are active and accurate

Regularly check SportsEngine HQ

- Watch as signups are collected
- Track incoming payments
- Create and run financial and member reports

Conclude search for coaches

- Select coaches
- Ensure coaches have correct certifications and have completed background checks
- Have hired applicants complete abuse prevention training (APS)

Pro Tips

Utilize SportsEngine HQ to its fullest and view live daily updates to your registration and payment collection progress

Contact your account manager for information on abuse prevention training

Phase: Registration closes

Determine teams

- Complete player evaluations (SLM)
- Organize and build teams

Create rosters

- Add players, coaches, and staff to teams via rostering tool
- Make team pages public to enable them in the SportsEngine mobile app

Communicate schedules/team information

- Send messages to teams and families to encourage them to download the free SportsEngine mobile app for real-time schedules, team communications, and more

Send invoices

- Collect additional fees (tournaments, roster-based fees, uniforms, etc.)
- Offer payment terms/plans to those that need it

Pro Tips

Make sure to complete team rosters using the Rostering Tool in SportsEngine HQ

- This is how you'll communicate to players, families, and coaches for the entire season
- When rostered, all players and coaches will be included in the mobile app.

Track all payments in SportsEngine HQ

Phase: Season starts

Questions? Contact your account manager or consult help resources found in SportsEngine HQ.

Premier SportsEngine Marketplace partners

Complete every step of the roadmap and enhance your SportsEngine experience with these Marketplace partners. Find them on <https://marketplace.sportsengine.com>



Affordable coverage to insure non-refundable registration.

<https://www.registrationsaver.com/se/>



Custom gear in two weeks, with no minimums, from stores that never close.

<http://welcome.squadlocker.com/sportsengine>



A streamlined fundraising solution built for kids, coaches, and parents.

<https://www.snap-raise.com/start-a-fundraiser/sportsengine>



A complete improvement solution to train smarter and get better, faster.

<https://www.blastmotion.com>



The world's largest and most successful collegiate athletic recruiting network.

<https://www.ncsasports.org>