



MANAGING CLUB MEMBERSHIPS

B I T E S I Z E L E A R N I N G S E R I E S

INTRODUCTION

It is common for clubs to rely heavily on revenue generated from annual subscriptions. These top tips will hopefully give you some ideas about how to get payments in from club members, increase the amount of money your club has and reduce the administration time required.

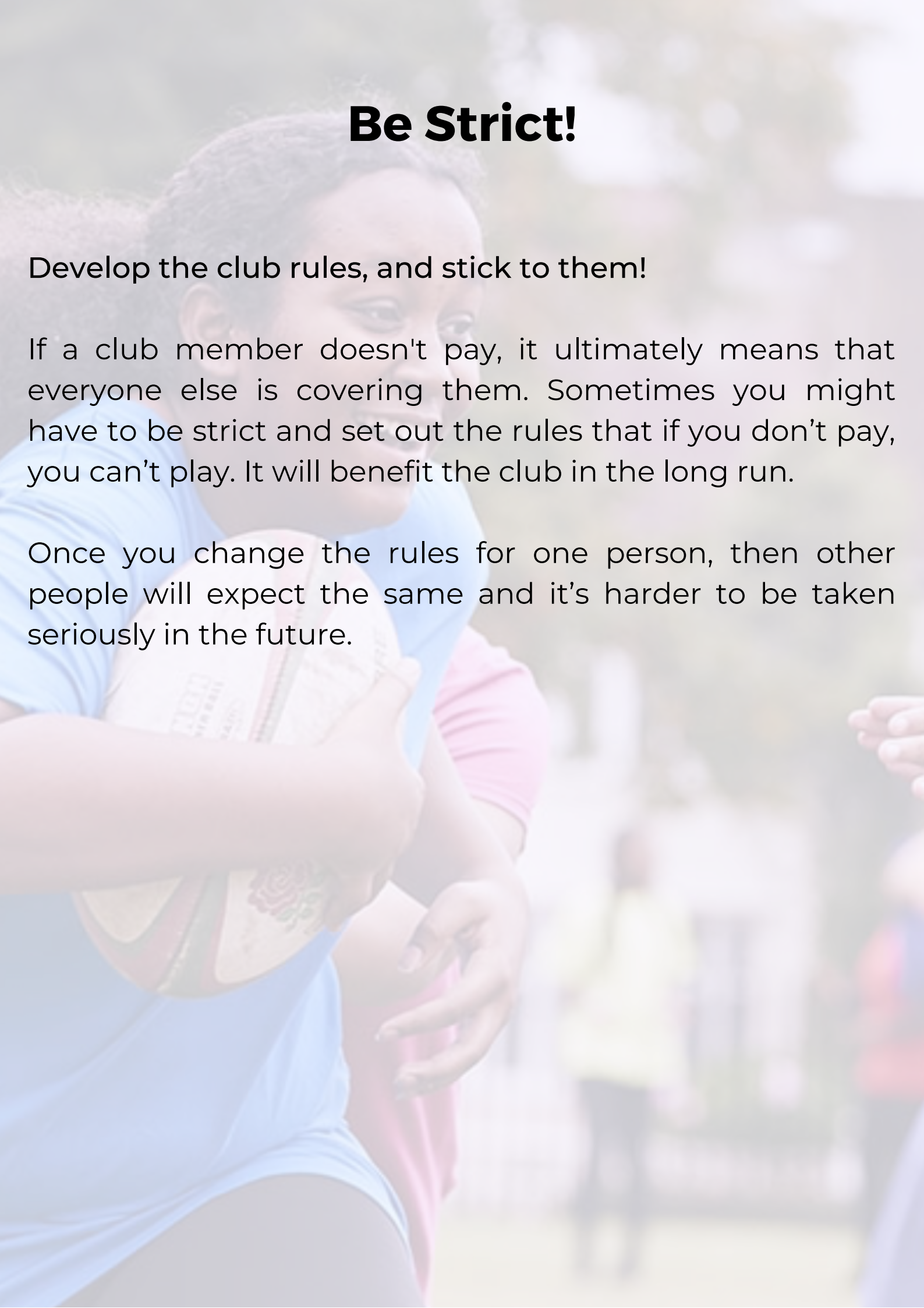


Be Strict!

Develop the club rules, and stick to them!

If a club member doesn't pay, it ultimately means that everyone else is covering them. Sometimes you might have to be strict and set out the rules that if you don't pay, you can't play. It will benefit the club in the long run.

Once you change the rules for one person, then other people will expect the same and it's harder to be taken seriously in the future.



Generate Cash Proactively

Incentivise early payment: Give discounts for members who pay up front.

For example if you pay at the beginning of pre-season training, you pay 10% less.

While receiving the entire subscriptions from each member at the start of the season is ideal for your club's cash flow it might be easier for your members to make monthly payments via standing order or direct debit.

Create an attractive payment plan

Work out what people can afford and give payment terms on enrolment to the club.

Make it realistic what different fees could be applied and for who. For example, you could offer discounts for juniors, students, senior citizens and anyone who is unemployed.

Different packages can also be offered: golf clubs in particular often offer half season and weekday membership.

Avoid Cash

Although it might seem easier, collecting any kind of subs in cash means extra admin to record who has paid, confirming who collected the money, where it is and chasing up where people haven't paid.

It also means that there is less control on what happens to the money (how do you know you've got it all?) and it's a lot harder to track.

Here at SportWorks we use a portable card machine to take payments easily and simply. The amount of time it saves is considerable, and the cost is extremely low.



Use Direct Debits

For clubs with a large number of members, it may be an option to set up Direct Debit payments.

This allows members to make monthly payments rather than paying in one lump sum, if they wish to do so. It also gives the club the ability to increase the monthly payment or change the direct debit date if necessary.

By definition when a club member agrees to set up a direct debit, they issue an instruction to their bank which authorises the club (payee) to regularly withdraw money from their account.



We hope this short guidance is helpful. If we can help to support your work please do get in touch!

Thank you.

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