

MAXIMIZING THE LEAGUE SOURCE APP EXPERIENCE



Thank you for choosing the League Source App! The following guide will outline tips and strategies to take on this new technology, promote the App to participants to ensure they get signed up on time, maximize the App features, and maximize your results for fundraising campaigns within the App. Make sure to read the full User Guide found on the Support page on our website prior to starting. We also recommend downloading the League Source App Tool Kit referenced in this guide, also located on the website.

TAKE YOUR LEAGUE TO THE NEXT LEVEL!

WWW.LEAGUESOURCE.COM

USING THIS NEW TECHNOLOGY

The League Source App was built by recreation sports professionals for recreation sports professions to assist leagues in improving communication, staying organizing, and enhancing the sports experience. By having interest in the App and creating an account, you have taken the next step to improve your leagues! Implementing a new technology within your program can be a scary and time consuming. It may involve talking to a pushy sales team, long hours training yourself and staff, having a lot of change, complicated or little to no user guide resources or support, long term commitments, etc. *Our App is different!* We understand all that so the last thing we want to do is burden you with more unnecessary work that has little result like some systems on the market today. Here are all the things we do to make this transition as easy as possible:

1. Everything is set up to use on your own. If you picked up on how to use it and know what you want to do with the App, you can start on your own and never have to contact us, if you choose. No pushy sales teams, no long onboarding sessions, and no contracts or long term commitments. The App is there when you need it and want to use it, all with just a free account.
2. If you do need us we are here with a direct contact. No call centers. Just start with an email or support ticket on our website and we will help you with whatever you need assistance with in a quick efficient manner.
3. All the detailed User Guides and Tutorials for yourself and Parents are located on the Support page of our website. Here you will find simple and detailed step by step guides and videos on how to use the App.
4. The App is extremely flexible and was built to run alongside anything you already have in place, such as your registration or email platforms. We don't want you to have to change your entire operation by using the App, just add another tool in your league management tool box. The options are minimal when it comes to a league management app, and there are none out there packed with as many features as ours.
5. The process to onboard your parents is a simple import and export process. Just copy and paste your rosters in our roster form, upload it, and parents will start to get on automatically. The more effort and communication you are able to put into this process the easier it will be. Once your parents get on, the system is even easier to use.

6. We will onboard your parents for you! If you don't have the time to set up your rosters in the format we need, send them over for us to format. We will send them back for your review and to upload them to get your parents on the App. Once the App is a regular part of your program this process becomes much easier as all your returning participants already know where to go and what to do.
7. All screens for all the features in the system were built very similar so you don't have to learn a new process for everything in the App. Once you learn how to post or upload for one feature, you can do it the same for all.
8. When parents have issues, you can send them directly to us for assistance. Communicating to them throughout the process will greatly limit the questions you get from them, but regardless we don't want you bogged down trying to assist them. Send them to the Support page on our website and we are glad to assist.
9. We always recommend that the person posting to the App is the person in charge of that site. Once you learn the system it is easy to show and train anyone else you need to give access to.
10. We do Live Demo's periodically to give you an opportunity to hop on a quick call and see the App in action. Check the App page on our website if you ever want to sign up for one.
11. The App is always unlocked for the League Admin with the account. You can create a test league, add yourself as a parent to give you mobile app access, and test out the App. Once you are comfortable with it and how it works, you can then roll it out to your program. You can always do all of this on your own.
12. We want to hear your feedback! The direction of our App is dictated by our users, both League Directors and Parents. If you have suggestions in functionality or new features email us directly or fill out our periodic surveys and you may see your suggestion come to life in the next version.

PROMOTING THE APP TO THE PARTICIPANTS

It is important that you communicate your usage of the League Source App to participants before, during, and after the registration process to make sure they understand how you intend to use the App for your program and the benefit they will receive from it to ensure an easy and streamlined onboarding process. *Make sure to reiterate that joining the League Source App is a mandatory part of your program!* This is the best way to ensure you maximize your chances to get all parents on and engaged with your camp on the App. Here are some tips to get your league participants on board with the App:

1. Use our Parent Letter located in our Tool Kit or something similar to explain the benefits of the App and how onboarding works. Give this to them at registration via print, email or even mail if you do mail outs.
2. Give your parents our League Source App Parent User Guide located on the Support page of our website. You can print this out, email it to them or email the link to our website.
3. In most cases parents will be making the one-time payment to activate their account. It is important to make sure they understand the value of the App and what they are getting for that fee. There is a screen in the mobile App that will give them a few bullet points on this and it is outlined in the Parent User Guide.
4. Include the App information and one time parent's fee next to wherever you have your league fees posted on your website along with all marketing and registration materials. Make sure to mention that those that already have an active League Source App account do not have to pay again, even if it was from another league. This way there are no surprises when parents are prompted to make the one time account activation payment.
5. If you have subscribed to the App your parents do not pay the activation fee. It would still be beneficial to let them know the App is 100% free for them yet it still mandatory to join to ensure they receive the information you send them.

6. Prior to onboarding your parents, set up different things in the App so there is something there when they arrive. Create a welcome message on the newsfeed, put some documents in the document center, have schedules ready, etc. This way it is not blank when they sign on and they come to you with questions or concerns that they cannot see anything in the App.
7. When onboarding starts your parents will get an email from our system to join your camp on the App. We recommend you immediately send an email from your account as well to alert them to look out for the link to join and explain the benefits of the App as well as what they can expect from it.
8. Their default login is their email with password 123456 to make it as easy as possible to get on, regardless if they received the login email or not. Make sure to pass on this information in your follow up emails. If they do not receive our system email they can search “League Source” in the App store or find the links on the App page on our website.
9. After a week or so, follow up with your parents to ensure they sign up before camp starts. You can see on your camp rosters in the App who has logged in and who has not.
10. Once your camp is fully on the App, welcome them to it. Reiterate the benefits and let them know how you will be using it. Remind them to review the Parent User Guide prior to the start of camp to maximize their experience on the app and ensure they understand how it works and how to navigate.
11. Use all the features in the App and use them as often as you can! The biggest feedback we get from parents is that they were on the App but the league barely ever posted anything. If you are going to use a tool to enhance their sports experience, use it to the fullest of its ability.
12. If there are features within the App that you may not use, make sure to pass this on to parents so it doesn't look like there should be something there that they are not seeing. We always recommend you use all functions of the App to maximize the experience!

Remember, you can never communicate too much! Most your parents will read and understand this simple process right away but it doesn't hurt to send reminders when possible to make sure everyone understands and is on board.

MAXIMIZE THE APP FEATURES

Now that you have promoted the League Source App to the community to entice new participants to join your league and you have onboarded your parents, it is time to start engaging with parents on the App! The majority of what you will do during the season is post to the Camp Newsfeed, Upload Pictures, Update Scores, and Message parents when you need to follow up or get more detailed information out. The worst thing you can do with any tool you incorporate into your program is not use it! Make sure you read the full League Source App User Guide before getting started! Here are some tips to maximize each feature of the App:

League Newsfeed

1. Make sure to have a welcome message on the Newsfeed when they arrive to welcome them to your league.
2. At a minimum, post here daily to engage parents. Updates and reminders for camp activities, trips, and events are a necessity. The more you communicate this the better!
3. Post fun and engaging content for participants. All these pictures will also land in your pictures album but you can highlight any aspect of camp with the description on your newsfeed!
4. Always post some type of picture with your newsfeed post to make it look better and more engaging. Pictures are optional, if you do not post a picture it will look more like a text.
5. Every time you post your parents will get a notification keeping them engaged with your camp operations!

League Schedules

1. You can create your league schedules right inside the App. Scores and standings will update as soon as you enter them.
2. Post supplemental materials such as rule books, policy manuals and other parent handouts.
3. They can view and download these to their mobile devices directly from the App.

4. If you do not want to use the scheduler in the App because you are already comfortable with another way of doing it, you can post an external link to your schedules or PDF them and put them in the document center. When updates are available each week, post in the Newsfeed to alert parents.
5. Parents will get a notification anytime you post something new or update your scores.

League Documents

Leagues can upload documents such as rule books, policy manuals, and any other parent handouts right inside the App. Documents need to be in PDF format. Parents can view and download any documents you post right to their mobile device.

1. Get as much content up here as possible prior to onboarding your parents so they can see it all when they join.
2. The document center is a great way to post your detailed practice schedules. If you do not want to use the game scheduler in the App, you can post game schedules here as well.
3. Anything that you need to give to parents can be posted here as long as it is a PDF.
4. If you have fillable PDF forms here they can view them, download them, fill them out, and send them back to you via email right from their mobile device or tablet.
5. Parents will get a notification anytime you upload a new document.

Team Group Chat

Parents with active kids end up with several group text messages or email threads and things tend to get lost in the shuffle. The League Source App has a Team Group Chat feature that will automatically place all team parents and coaches in a chat right inside the app as long as you upload your team rosters. Parents will receive a notification anytime a coach or parent posts a message and all messages will be confined to the App to ensure parents never miss another message again!

Pictures

As we all know, pictures are a great way to engage with parents and show the surrounding community what you are doing within your league! Here are some tips to maximize using pictures in the App:

1. Take and post as many pictures as you can! Make sure to vet your pictures before posting to make sure they are appropriate, clean, limit duplication, and are a nice representation of your program.
2. Eliminate repeat pictures before posting. If your staff snapped 100 pictures in a row of the same thing, only post the best ones. This will save parents time of having to go through so many of the same activity.
3. When creating your albums break them up however you can to make it easier for parents to know where to go to find their kids. Depending on how your leagues and divisions are structured in the App, you can make one for each game week, division, age group, team, etc.
4. You can select as many pictures as you can to upload at one time. They tend to upload very quickly, but the more pictures you do at once the longer it will take to upload. Also, your internet connection plays a large part in the upload speeds.
5. Camp Admin's can login to their dashboard from the browser on their mobile device to use the App. However, by doing this you will generally have much slower internet connections. The App itself will function fine, but it is not recommended trying to upload large picture albums while on a phone on site or it could time out if your connection is not great.
6. Use a picture on your League Newsfeed posts to catch parents eyes, even if it is just a reminder.
7. Don't hesitate to also share pictures on your social media page and website to show the surrounding community all the great things you do! It is one thing to talk about it, it takes it to another level to show it!
8. Participants will get a notification anytime you post a new picture or add pictures to an album. They can download them directly to their mobile device.

Video

Within the App you have the ability to share YouTube videos that can be played right inside the App. Here are some ways to maximize the Video feature:

1. You must use YouTube links. The App cannot accept videos linked to other platforms.
2. Highlight games with videos to further engage your parents.
3. You don't have to be a master video editor to use video within your league. Take the stock footage you took from your device, review it, trim it if needed, and upload to your YouTube account. Once it's there all you have to do is copy and paste the link to the App.
4. If you do not want your videos public on YouTube you can make them private to just your account.
5. When you post a video it is viewed with a player right inside the App. It does not take them out of the App and to YouTube.
6. The YouTube link needs to be the browser link with the full youtube.com name in it. It will not accept the shortened link that you would share directly from your channel page.
7. Parents will get a notification anytime you post a new video.

Messaging

You have the ability to contact parents within the App for things that may need a little more detail or something you do not want to post publicly in the Newsfeed. Messages in the App are all one way to prevent parents using like a text and flooding your inbox with unnecessary messages. We feel it is an upgrade from email because you already have the parents engaged in the App and it cannot get lost in a spam folder or full and flooded inboxes. Parent replies can be made by using the Contact Us function on their side of the App and send you a message directly. Here are some messaging tips:

1. Send messages as little or as much as you want. They will all be saved in the App for reference until you delete them.

2. For very important, urgent, last minute things you can always send a message to follow up on a Newsfeed post so the parents are notified more than once.
3. You can send messages to the entire league or individual participants
4. Participants will get a notification anytime you send a message. Messages will stay visible in their inbox throughout your league.

Push Notifications

Push notifications are what separates the App from other communication tools as it makes it as simple and easy as possible to make sure parents are seeing the things you post, upload, and send. It also allows you to notify a large group of parents instantly and efficiently, regardless of how many participants you have on the App. Here are some tips with using notifications:

1. Anything you put into the App will automatically send a push notification automatically.
2. Notifications only go out for new content. If you edit something it will not send the notification so it is recommend to post the change on your newsfeed or just delete the old post and do a new post so the notification goes out.
3. You want to post frequently but don't overdo it and post all hours of the day. Find the balance on what works for you to get important information and content to participants but not bombard them with notifications.
4. A general rule with push notifications is that they will not send while the App is open. If parents are in the App or have it open in the background, they will see the post come through them they switch screens in the App. It will still send when their phone locks, even if the App is still up.
5. The App has a notification tracker. Even if they are in the App, they will see a bubble on the tracker to indicate a new post. If they click the notification in the tracker it will take them directly to your new post or upload.

6. Parents cannot turn notifications off within the App itself. If a parent has a concern that they are not getting them, it is almost always a device issue not the App system. There are three ways a notification may not come through:
 - a. As mentioned above the App is open. They just have to switch screens to see the new post.
 - b. They have went in their phone settings to block notifications either for just the League Source App or for all apps.
 - c. They have no internet connection. Even if their internet is showing a connection, sometimes it will go in and out and may have been out when the notification went through.

USING THE LEAGUE SOURCE APP ON SITE

Using the League Source App on site on game days is quick and easy and allows you to manage your program right from your phone to give participants live updates and reminders as they happen. You don't need to be in your office at a computer to post or upload, but you do have to have an internet connection. Here are some tips and guidelines to using the App while on site at camp:

1. There is no App from the App Store for the administrators. All logins to the League Admin Dashboard happen through the website.
2. To use the App on site login to the website from the internet browser on your mobile device.
3. Ensure you have a good internet connection while using the App on site or it may lag or time out while you try to post.
4. While on site you can still quickly and easily post and upload. However, it is not recommended to upload large amounts of pictures as it may not be as quick and efficient as on your computer.
5. While using the App on site you can send parents updates and reminders as they happen. It is also an effective tool if you run into any unexpected issues, having to move different teams to different fields. Notify the parents immediately that they will be going to another location. Use the League Source App to inform parents on any situation that may arise.

FUNDRAISE WITH THE LEAGUE SOURCE APP

One of the great features of the League Source App is that it allows parents to easily give a donation to your program with a click of a button while using the App. The approach to fundraising within the League Source App is similar to a crowdsourcing campaign where you can expect a lot of small donations to come in to reach whatever goals you want to set. You will receive 96% of the funds raised within the App that will be sent to you once your league concludes. The 4% is to cover processing and transaction fees that we incur to offer this feature. This is another tool for you to generate revenue by using the app.

You have the attention from an engaged audience within the App so now it is time to use that resource to drive your campaign. Here are some tips to maximize your results on a League Source App fundraising campaign:

1. Set an attainable goal and have a plan! As you are getting close you can try to rally your parents to get there!
2. Send parents a fundraising letter to kick off your campaign. Outline why you are fundraising, where the money will go, and how it will benefit their kids and your program. We have a sample letter in our Tool Kit.
3. As mentioned above use the League Newsfeed to remind parents of the ongoing campaign and rally them as you hit certain benchmarks nearing your goals.
4. Provide an incentive if they donate a certain amount to encourage larger donations. It can be something like “Donate \$20 to get enrolled in a raffle for a hotel stay” or you can set up donation tiers where each level of donation qualifies them for a different potential prize.
5. Show parents how previous donations were directly used. If you have some equipment or supplies that were purchased with past donations, post it in the App to show what you are doing with their money.
6. Thank them as much as possible both individually and as a collective group.
7. Provide recognition. Put together something unique that recognizes them for their contribution. Examples are things like a framed picture of their team, a plaque for larger donations, some “sports schwag”, etc. are great ways to show your appreciation.
8. Use your Camp Newsfeed for sponsorships. Parents who own businesses may be interested in donating in exchange for the opportunity to showcase their business on the newsfeed to the rest of your camp parents.

There are several resources out there for fundraising that you could add to this mix but everything above is what we have found most useful in our crowdsourcing campaigns. We hope you can meet and exceed your goals by fundraising with the League Source App!