

Case Studies

Brentwood Rugby Club



www.brentwoodrugbyclub.co.uk

Located in the heart of Essex, Brentwood are a large community rugby club, with over **850 registered members**.

With 13 youth and mini teams, it's important the club can manage junior and family memberships easily, whilst collecting the important membership information from all members

Over the past few years, the club have trialed a number of systems to collect membership payments, but now they have the solution they were looking for - **Pitchero Payments**

Brentwood explain why they use the Payments feature on Pitchero



Brentwood intro and why use payments

from **Pitchero**

01:07 |

What Brentwood did



1. The club created 2 payment options
 - A) One-off payments for individual members. e.g. Senior Membership, Junior Membership etc.
 - B) One-off payments for group members. e.g. Family Membership
2. Members were sent email prompts requesting they pay online via a secure website.
3. The club recorded each payment online through an easy to use reporting tools.

Feedback

Peter Watson, Honorary Treasurer of Brentwood Rugby Club said:

"Brentwood RFC has used the payments feature to increase membership income by almost 100%!"

The single golden source of membership data allows us to easily manage payments and follow up with those still to pay.

Aside from increased revenue, it has benefited our members by giving them multiple ways to pay, as well as allowing the club to keep a central record of payments, made, even those not using Go-Cardless, on the website itself, negating the need to keep separate excel records of manual payments.

The ease of use, flexible payment methods & central membership database, mean I have already recommended Payments to a couple of local rivals who use Pitchero."

Selby RUFC*





Selby RUFC

Based in the wonderful North Yorkshire countryside, **Selby RUFC** are a successful community rugby club consisting of senior, junior and mini teams.

Each year Selby collect payments from a membership database of over 1,200 members. With such a large membership list this task had become time consuming for all concerned.

The solution - **Pitchero Payments**

Pitchero Payments is a simple, cost effective method of collecting payments online. All records are stored in one secure database and there is no set up fees or hidden costs.

Plus - there is NO paperwork, the entire process from set up to member confirmation is completed online.



0 Introduction Pitchero Payments Simon Eastwood Selby RUFC

from **Pitchero**

00:12 |



0 Introduction Pitchero Payments Simon Eastwood Selby RUFC from **Pitchero** on **Vimeo**.

What Selby did

- The club created 2 payment options for each membership.

A) a monthly, recurring direct debit.

B) a one-off, single payment.

- Members were sent email prompts requesting they pay online via a secure website.
- The club recorded each payment online through an easy to use reporting tools.

Feedback

*"The ease of set up and depth of reporting tools has made **Pitchero Payments** essential for our club, saving us time and effort each week.*

By splitting up our membership into monthly installments it also made it easier for our players to manage the costs over the period of the season.

Using payments to collect membership fees has been so successful, we have decided to collect money for club tours and even our upcoming Sportsman's Dinner and Ball.

I would definitely recommend using payments to any club on Pitchero!"

Simon Eastwood, Club Webmaster.

Tunbridge Wells Foresters FC*





Tunbridge Wells Foresters FC

Tunbridge Wells Foresters FC is a community football club based in the heart of Kent.

With over 20 teams, from junior to senior, the **Foresters** required a simple, low cost online payment service which could be used by all members.

Plus, with the season fast approaching they needed to be online and ready to go asap!

The solution was **Pitchero Payments** – a simple and low cost way for clubs to collect membership fees online.



Tunbridge Wells Forresters - why use payments

from **Pitchero**

02:08 |



Tunbridge Wells Forresters - why use payments from **Pitchero** on **Vimeo**.

What Selby did

The Foresters created two payment products

- Mini Soccer Membership 2013/14 In Advance - £137.00 single payment.
- Junior Soccer Membership 2013/14 In Advance - £197.00 single payment.

Within a few weeks over 140 Payments had been collected raising over £16,000.

All payments were tracked online and full reporting provided.

Club Official Julian Daddy led the use of Payments and had this to say:

"Setting up the different payments on Pitchero was really easy and took no time at all.

I would not hesitate to recommend Payments to all clubs using Pitchero."

Caversham AFC*



Caversham AFC

In the last few weeks hundreds of clubs have started using the new **Pitchero Payments** feature, a simple and low cost way for clubs to collect membership fees online.

One such club was **Caversham AFC**, a community football club near Reading with over 25 junior teams from U6 to U18.



Caversham intro and why use payments

from Pitchero

00:37 |



Caversham intro and why use payments from Pitchero on Vimeo.

What Caversham AFC did

Using the **Pitchero Payments** feature they created a payment product called 'Annual Subs for U9-U18 Player'.

- The fee was £140 per player and this was collected as a single payment.
- In total 119 players/parents were assigned to the payment.
- Within 10 days, 93 payments had been collect.
- Total collection £13,020.

Feedback

*"Generally speaking I am very happy with the new **Pitchero Payments** feature. It has made a very annoying and time consuming job very simple.*

The club has already collected a significant amount of its membership fees and the season has not even started.

We have also received very positive feedback from our members."

Gary Welch – **Caversham AFC**

Stockton Rugby Club*



Stockton RFC

Stockton is a large community club based in the North East of England, with numerous senior, junior and mini teams.

As with many large clubs, they have struggled to collect regular **Pitchero Payments** from players.

Since the launch of **Pitchero Payments**, the club have seen a massive increase in regular membership payments - bringing in a steady stream of income to the club.

What Stockton RFC did

- Created a **Senior Player** recurring payment.
- Assigned all senior players to the product.
- Sent email requests for the players requesting they pay online.

Feedback

*"This is our first season using the **Pitchero Payments** feature and it has already made a huge difference to the way the club runs."*

"Previously, we would have struggled to get 30 paid up senior members and would be chasing match fees each week. We now have 70 players all using the direct debit system."

"This obviously has a great impact on the clubs cash flow and has allowed us to plan things like kit much easier."

"The ease of use for the user is fantastic. Setting up a Go Cardless account is easy and once the players register online we can also improve our communications with them."

"The regular reporting is excellent and has kept our treasurer happy. The 2.9% fee also offers excellent value and is cheaper than any similar systems."

"The time it saves our small volunteer base from chasing money is priceless."

Owain Jenkins - **Stockton RFC**

Lansdown Cricket Club*





Lansdown Cricket Club

Lansdown Cricket Club is based just outside the old Roman town of Bath in Somerset and is one of the oldest cricket clubs in England.

During their rich history some legends have graced the Combe Park ground including W.G. Grace; a pioneer of modern cricket and Sir Vivian Richards; one of Wisden's five cricketers of the 20th century.

Still going strong with 10 teams across a variety of age groups and match formats, **Lansdown Cricket Club** remains one of the best supported and managed clubs in the region.

But the larger the club - the greater the need for efficient, time-saving organisation.

"Collecting annual membership remains one of the most difficult and time consuming things do as a club."

"With hundreds of members it's a task that no-one relishes and usually involves reams of paper and endless numbers of spread sheets." – **Lansdown Cricket Club**

The solution **Lansdown Cricket Club** found was **Pitchero Payments**

What Lansdown CC did

- Created 3 membership products for their different membership types.
- Created a monthly recurring product for juniors - covering training and match fees.
- Created a Winter Nets product covering ALL net sessions - ensuring the club had received the money up front allowing them to budget for the associated costs.

Feedback

"Pitchero Payments made collecting membership fees so much easier. There was much less admin to do, we have a full record of who has paid and when they did it and can prompt them directly from our club site."

"And it's ideal for our members and parents. They can just come onto our club website, select a product and pay, it can all be done within 2 minutes. No more chasing to do, we can just concentrate on the cricket!" – Lansdown Cricket Club

St Chads Broomfield*



St Chad's Broomfield

St Chad's Broomfield is the oldest and claims to be the biggest and best club in Headingley!

Leaving Yorkshire CCC aside, they certainly have made strides in increasing their membership by embracing **Pitchero Payments** and allowing their members to pay their **annual subscription** online.

How did it help them?

Before adopting **Pitchero Payments**, **St Chad's** collected money like most clubs, by cheque or cash, given directly to a club official.

And like most clubs this was a time consuming and stressful task, requiring diligent club members and officials.

At the start of the 2014 season, **St Chad's** decided now was the time to make a change and moved all of their club payments online - using the **Pitchero Payments** feature.

Having set up a number of payments products; **St Chad's** are now collecting membership fees, sponsorship money, fees for winter nets and charitable donations, all through their **club website**.

Paul Berry, **St Chad's** Webmaster, is delighted with the new feature.

"Really easy to set up and our members are finding it easy to use. This is now our preferred option for payments at the club!"

Available 24/7

One of the best things about **Pitchero Payments** is that members can pay any time 24/7!

There is no waiting, missed cheques or forgotten subs. Just one web page, open and accessible 24/7 from a computer, smart phone or tablet.

Plus, with live real-time reporting, the club can instantly see which members have and have not paid.

Flexible Payments

"It helps that members can pay in instalments instead of paying in one lump sum."

St Chad's has also managed to use the **Pitchero Payments** to offer their members a degree of flexibility in paying their membership.

Offering a recurring payment option has made the fee more manageable over the course of the season, and with no extra management required by the club.

Annual Senior Membership

£50.00
single payment

[View »](#)

One payment of £50

Annual Senior Membership

£25.00
every month

[View »](#)

Two payments of £25

Whitley Bay Boys Club*





Whitley Bay Boys Club

Whitley Bay Boys Club is a volunteer-led Charter Standard junior football club, which aims to provide children and young people from all walks of life the opportunity to play junior football in a safe and developmental environment.

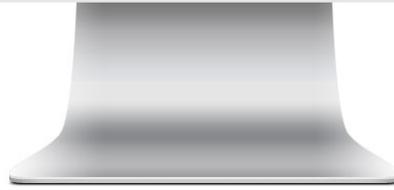
In order to provide these opportunities to the 350+ children at the club, it's vital that the club maximises all available income streams (especially membership income), whilst keeping admin to a minimum.

We caught up with Club Secretary, Andy Sherrin, to see how **Whitley Bay** approached the usually onerous task of collecting membership fees for the 2014-15 season, and how this has impacted the club.

What they did

The club operate a fairly simple Payments structure - they have a set price of £230 for annual membership to the club, with additional siblings charged a reduced rate of £115.

The screenshot shows the website for Whitley Bay Boys Club. The header features the club's logo on the left and right, with the text 'WHITLEY BAY BOYS CLUB' in large white letters on a dark blue background. Below this, it says 'Nulli Secundus - EST. 1960 - Second to None'. A navigation menu includes 'Home', 'News & Calendar', 'Teams', 'Videos & Photos', 'Payments' (which is highlighted), 'Shopping', 'Contact', and 'Information'. The main content area is titled 'Payments' and includes a 'Join The Club' button. Underneath, there is a section for 'Membership Fees' with three product cards. The first card is for 'WBBC Monthly Membership 2014/15 for Additional Siblings' at £5.00, then £11.50 per month. The second card is for 'WBBC Annual Membership 2014/15' at £230.00 single payment. The third card is for 'WBBC Annual Membership 2014/15 for Additional Siblings' at £115.00 single payment. Each card has a 'Buy this product' button. A fourth card for 'WBBC Monthly Membership 2014/15' is partially visible at the bottom.



By using the **Pitchero Payments** feature to collect these fees, the club were able to give members the opportunity to pay in a single payment of £230 or via 10 monthly installments of £23.

The monthly installments option proved extremely popular with members who were able to spread the cost of paying across the whole season. This also helped with cash flow at the club, who benefited from regular monthly deposits straight into the club bank account.

As part of the payment process, the club also gathered important membership info from parents paying for their children, which was stored against the child's record within the membership database - an easy way to make sure important member data is up-to-date!

What they said

After a successful first season with **Pitchero Payments**, Andy explained exactly how the system impacted the club:

"Through using Pitchero to collect our membership fees, we collected in excess of £75k last season with a take up of 99.5%.

This is a huge increase on previous years when we have used standing orders, cheques and cash to collect our fees. Our best was just over 80% previously.

Admin time has also been massively reduced and the quality of info available is second to none. Non-payers are easily found and can be acted upon, hence the 99.5% take up!!

Implementing this system has been well worth the 2.9% transaction charge. This is a good price, and the cost of the charge is recouped many times over just from the increased efficiency.

*I would absolutely recommend the **Payments system** as it enables efficient collection and a regular income that can be projected more accurately. The more we get in the more we can offer the kids"*

Andy Sherrin, Club Secretary at **Whitley Bay**.



