

Grassroots sports clubs—whether football, netball, cricket, or another beloved sport—often operate on tight budgets with volunteers juggling roles. One surprisingly common area where clubs bloat their expenses is through forgotten or overlapping subscriptions. Tool subscriptions can quietly add up to hundreds or even thousands of dollars per season, draining thetechleaders.com funds that would be better spent on equipment, coaching, or player development.

In this guide, we'll walk you through a practical **subscription audit** tailored for grassroots clubs, focused on keeping it under an hour. We'll break down the typical **club tool stack costs**, explore **pay-per-send messaging vs. monthly tiers**, and explain how to leverage **free forms and registrations** to save money. Along the way, we'll use a pricing example for a club with approximately 500 players, parents, and supporters.

Why Subscription Audits Matter for Grassroots Clubs

It's easy to sign up for a tool during a busy season and then forget about it until months later, if at all. Combine that with a revolving committee and inconsistent documentation—your club's recurring SaaS (Software-as-a-Service) spend can spiral out of control unnoticed.

Subscription bloat leads to:

- Wasted funds on unused or underused tools
- Complex login processes with multiple accounts
- Difficulty in committee handovers without clear tool inventory
- Overlapping functionality that complicates workflows

A focused **subscription audit** highlights these issues before they drain your club's finances.

Step 1: Prepare Your Club Tool Inventory

Start by creating a clear list of every subscription your club might be paying for. Common categories include:

- **Communications:** Email marketing, SMS messaging, WhatsApp, forums
- **Registrations & Payments:** Player sign-up forms, fee collection, merchandise sales
- **Volunteer & Team Management:** Rosters, schedules, task assignments
- **Finance & Accounting:** Bookkeeping, invoicing, budgeting
- **Website & Hosting:** Domain, CMS platform, hosting provider

Ask your committee, managers, and volunteers to provide any accounts or billing receipts they know about. Don't forget tools set up by past committees—it's common to have "zombie" subscriptions forgotten but still active.

Tool Inventory Template

Tool Name	Category	Purpose	Billing Frequency	Cost (per month / season)	User count / Seats	Primary User(s)
Notes MailChimp	Communications	Email newsletter & announcements	Monthly	\$30 / \$360	500	Contacts Secretary
Unused segments; premium plan overkill						
TeamSnap	Team Management	Schedules & rosters	Annual	\$600 per season	7 teams	Coaches
Essential for tracking games						

Step 2: Assess Costs and Usage—Look for Subscription Bloat

Once you have your **tool inventory**, the next step is to analyze costs relative to usage. Keep in mind these two common issues:

- **Duplicate tools performing the same function.** For instance, your club may pay for both Mailchimp and an SMS messaging platform, even though only one is used regularly.
- **Overcapacity plans that don't match your actual needs.** Many tools charge by number of contacts, seats, or sends—if your club doesn't max out these counts, downgrading is a quick save.

Key Question: Are you paying monthly fees for large contact lists that rarely get messaged more than once or twice per month?



Example Pricing Analysis: Communications Costs for ~500 People

Consider a club with approximately 500 players, parents, and supporters. Let's compare two common pricing models for monthly communication tools:

Tool Type	Pricing Model	Monthly Cost Estimate	Season (6 months) Cost	Notes
Email marketing (e.g., Mailchimp)	Monthly tier for 500 contacts	~\$30	~\$180	Unlimited sends within plan
Pay-per-send SMS (e.g., Twilio)	Pay only for outgoing messages	Varies; assume ~\$50 for 1000 messages	~\$50–\$100 (depending on send volume)	Save money if messages are infrequent

For a club that sends monthly newsletters and occasional game-day texts, switching from a monthly email tier to a *pay-per-send* SMS provider can cut costs by 50% or more—especially if your e-mail list contains many inactive contacts included in the fixed fee.

Step 3: Explore Free and Low-Cost Alternatives for Forms and Registrations

Player registrations and event sign-ups are often powered by paid tools that charge per form or per user seat. Luckily, there are free or very low-cost solutions that meet grassroots club needs without recurring fees:

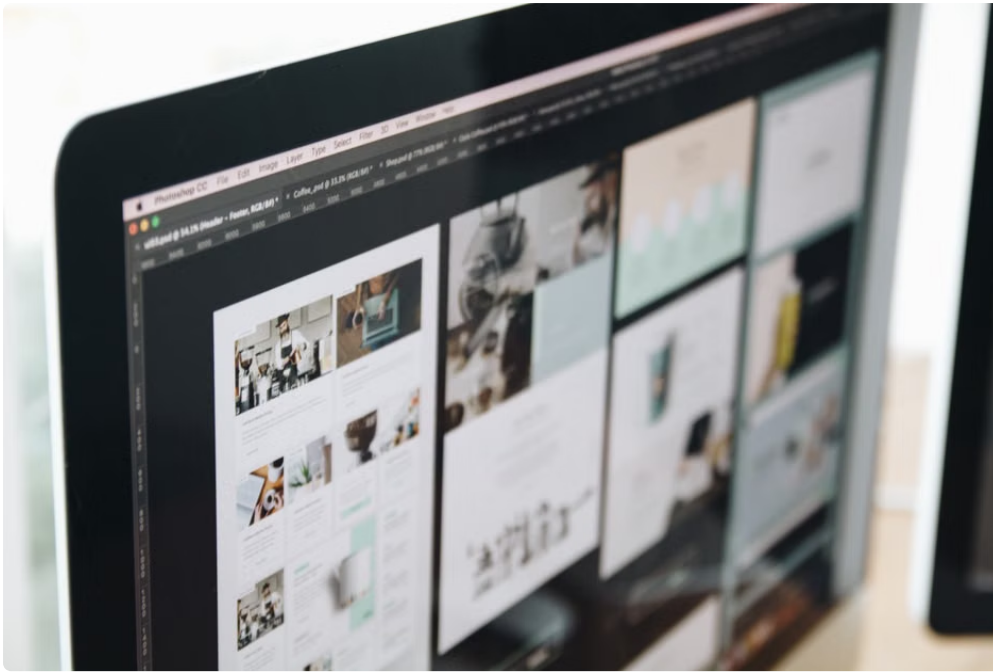
- **Google Forms:** Completely free, easy to share links, and data auto-collected in spreadsheets. No contacts stored or extra charges.
- **Microsoft Forms:** Free for Office users, similar to Google Forms.

- **Paperform or Jotform:** Both offer free tiers with limited submissions suitable for small clubs or short seasons.

By shifting registrations and volunteer sign-ups to these platforms, your club avoids recurring subscription fees that add little value beyond data collection.

Step 4: Consolidate and Document for Handover

Once duplicates, over-licenses, and waste are clear, consider reducing your subscription count by consolidating tools where possible. For example:



- Use one main communications tool instead of multiple overlapping subscriptions.
- Choose a team management platform that includes scheduling and volunteer rostering rather than multiple single-use apps.
- Utilize free forms for registrations and rely on payment processors with no monthly fees (e.g., Stripe, Square).

Documentation is critical: Don't let your audit end here. Update your club's central wiki or shared folder with the audit report, login credentials (securely stored), billing dates, and renewal reminders. Include this in your committee handover pack to avoid repeating expensive lessons.

Summary Checklist: Club Subscription Audit in Under 60 Minutes

1. **Create a tool inventory:** List all subscriptions with costs, categories, users, and who manages them.
2. **Gather recent billing statements:** Get credit card or bank statements to verify recurring charges.
3. **Assess each subscription:** Evaluate usage, necessity, and whether cheaper or free alternatives exist.
4. **Look for duplicates:** Identify multiple tools serving the same purpose.
5. **Calculate season-based fees:** Multiply monthly fees by your playing season length to see actual impact.
6. **Explore pay-per-use messaging:** Especially for clubs with smaller, infrequent mailouts or text alerts.
7. **Switch registrations to free forms:** Move sign-ups and volunteer forms to no-cost platforms.
8. **Document and notify:** Create a summary document for committee handover and set renewal reminders.

Final Thoughts

Subscription bloat is a stealthy budget killer in grassroots clubs. By setting aside less than an hour to conduct a thorough **subscription audit**, your club can find significant savings—often hundreds of dollars each season—that can be reinvested into coaching, facilities, or player welfare.

Remember, the goal isn't just to slash costs but to simplify your club's digital toolkit, making life easier for volunteers and new committees alike. Keep your **club finance** and **tool inventory** transparent, lean, and well documented to safeguard your club's future success.

If you're ready to get started, download our free Club Tool Inventory Template and make this season the year you take control of your subscriptions.