

## Sports League Software Features

**The most features by far. All integrated together in one easy to use system. Constantly improving. Use as few or as many as you want. No charge for extra features.**

Count Me In provides **online registration, webstore and league management software**. There is no hard ware to buy or maintain as our solution is hosted so all you need is a PC with an Internet connection. Whether you manage a soccer, baseball, lacrosse, volleyball, basketball, football, hockey or other sports league, our software makes your job easier. Participants can register for activities and purchase team merchandise online anytime from any Internet-connected computer. League administrators can attract new players, volunteers, and sponsors; build team rosters, build game and practice schedules and communicate with coaches and parents. Coaches can manage their teams and communicate directly with players and parents.

Feature enhancements and updates occur continuously through software releases every two months that are automatically provided to all clients at no cost. Feedback and requests from customers are the primary drivers for what goes into each software release. Tell us what we can do to make your job easier and we will try to add it.

This document describes all of the key features provided by Count Me In and is intended to supplement an online demonstration by our staff.

## Online Registration Features

Most clients start with us by asking questions about online registration. That's something we do really well. What really distinguishes Count Me In is our flexibility and customization. Online registration occurs on a custom website we provide for you and is controlled by a powerful desktop application you install on your PC.

Online Registration Features	
Online Registration including waitlists	✔
Secure Online and Offline Payments	✔
Automatic Receipts and Confirmations	✔
Automatic Recurring Payments	✔
Team Registration	✔
Membership including renewals	✔
Personal Account	✔
Tell-a-Friend Referral Marketing	✔
Online Volunteer Registration	✔
Online Donations and Team Sponsorship	✔
Merchandise Sales via Online Registration	✔

✔ **Online Registration including waitlists** Ask any question you want with the answers automatically added to your database. This greatly reduces or eliminates manual data entry saving many hours and expenses. Registrants find our online registration easy to use and very reliable. The current registration status of all programs is automatically displayed on the website (open, closed, waitlisted or full) based on real-time registration levels. Enabling volunteer registrations, team sponsorships and webstore sales during registration is a snap.

✔ **Secure Online and Offline Payments** We are a Payment Card Industry Data Security Standard (PCIDSS) Level III certified company that provides safe, secure and encrypted credit/debit card processing with real-time validation. Compliance is verified by an independent third party. Offline payment can be made by check or purchase order. We currently process transactions in US Dollars, Canadian Dollars and Euros. Contact us for additional currency requirements.

✔ **Automatic Recurring Payments** For ongoing activities like select or competitive teams or to spread large payment amounts over a number of months automatic recurring payments is a big time and expense saver. Registrants set-up their recurring payment by

credit or debit card which is then automatically processed for the time period chosen. It's great for large donations as well.

 **Team Registration** In addition to individual registration, coaches or team organizers can register an entire team simply by sending an invitation to the team by email. Only the specific people invited can register. A single payment can be made by the organizer or by the individual registrants paying their own share. The team page is automatically created including the roster. Perfect for select teams and tournaments.

 **Membership including renewals** For membership based organizations, create your own membership levels and pricing. Offer member only activities, content and pricing. Membership expiration can be set to the calendar year or a unique organization date. Renewals are processed automatically.

 **Automatic Receipts and Confirmations** Branded email receipts are automatically generated providing confirmation for registration and payment(s). This reassures registrants and saves considerable time and expense. Receipts are also automatically generated for other actions such as donations, volunteer registrations and webstore sales.

 **Personal Account** Registrants, volunteers, sponsors, members and officials are provided an online account allowing them to access their personal information 24 x 7 using their username and password. From their account they can verify activity details, make online payments, reprint receipts and update personal information. More accurate information is one result. Another big time and expense saver.

 **Tell-a-Friend Referral Marketing** Increase participation 20% to 40% at no cost with this simple feature. Registrants can easily invite friends, neighbors and people they think might be interested. Tell-a-Friend sends a personal, client branded email message which includes a link to the registration page of the activity being recommended.

 **Online Volunteer Registration** Easily recruit coaches, team parents and other volunteers. Solicit volunteers from the willing parents of registrants during online registration. Secure volunteers all the time in categories you name. Gather the required information to enable volunteer screening.

 **Online Donations and Team Sponsorship** The website enables online donations and team

sponsorships that are so important for supporting most organizations. Fundraising campaigns for any type of donation can be created. Team sponsors get great value as they are prominently shown on team pages (including a link to their website) and included on rosters, schedules and reminders. Donations and sponsorships can be done directly and in conjunction with online registration.

## League Management Features

We don't have to tell you that there is a considerable amount of effort, complexity and coordination that goes into running a successful sports league. This is where Count Me In really shines with features that help automate many of the routine tasks you need to do perfectly.

### League Management Features

Client Branded Website	
Non-technical Website Publishing	
Registration Set-up and Management	
Secure and Controllable Data Access	
Payment Management	
Credit Card Processing	
Reporting including dashboards	
Branded E-communications	
People and Account Management (CRM)	
Volunteer Management	
Fundraising and Sponsorship Management	
Team Building and Roster Management	
Standings and Statistics	
Secure Team Pages	
Schedule Building including Import	
Automatic Game and Practice Reminders	
Officials Management	
Membership Management	
Surveys	
Image and Document Repository	
Online Advertising	
Website Analytics	

✔ **Client Branded Website** A free client branded website is included. Your branding is what is important, not ours. The website is flexible and extensive so most leagues use it as their primary website. Others seamlessly link from their main site.

✔ **Non-technical Website Publishing** The desktop application makes it easy to change website navigation and content as often as you want. Designed for non-technical staff it uses a Microsoft Word like WYSIWYG tool. Add pages, upload images, change content and updates are made instantly without the need for and coding or technical staff. Add RSS feeds easily or advertising links

✔ **Merchandise Sales via Online Registration** The webstore allows your organization to also sell merchandise in conjunction with online registration. The same or different products can be offered for each registration. As much as 60% of online sales occur this way making it a valuable option

✔ **Registration Set-up and Management** Setting up new, registerable activities is easy using “wizards”. Standard questions are set-up once then easily reused. Early, regular and late registration times and fees are supported. Activities can also be set-up in Excel and imported. Set-up includes automatic calendar driven website publishing and removal. The desktop provides real time information on registration activity enabling quick status checks and adjustments. Reporting and messaging are built in.

✔ **Secure and Controllable Data Access** You own your data and control who can see it. Access to your data is provided through the desktop which requires a unique username and password together with matching license key. Passwords must be changed every 90 days. The license key is unique and personal and cannot be shared. This provides a significantly more security than web based applications. You determine who gets access to what specific information (e.g., only the website) and what they can do with it (e.g., view but not edit or delete). Access levels are fully customizable. There is no restriction on the number of people you allow to have access your data nor any cost.

✔ **Payment Management** The desktop allows you to determine the methods of payment you accept for both online and offline transactions. Currently supported payment methods are credit and debit cards, check and PO. If you choose to allow payment by check, you can also set payment terms. This is particularly important for waitlists. Determining payment status is easy via

dashboards and reports. Following up on unpaid amounts is quick and simple.

✔ **Credit Card Processing** Unlike most providers we never handle client funds. Client’s set-up their own credit card account and all funds flow directly to your bank account. We have made arrangements for clients with Pinnacle Processing Group and Authorize.net. Rates vary depending on which provider is used. All financial reports are permanently stored in the desktop application..

✔ **Reporting including dashboards** The desktop provides access to all your data in real-time. Dashboards provide status at a glance. Ad hoc questions are easily answered with a few clicks and an export to Microsoft Excel. Standard reports provide details on typical activities like registrations or payments. Custom reports provide additional details.

✔ **Branded E-communications** The desktop allows you to send out an unlimited number of e-mail messages which are client-branded for a professional look. An E-Newsletter is built in making it easy to communicate important information and to promote upcoming activities to your entire community. You can import lists of email addresses making it easy to invite prior year participants to participate. There are a number of template emails (e.g., invoice) plus custom. E-mails can be sent from anywhere in the desktop with a click. Various emails are sent out automatically such as waitlist notifications or recurring payment receipts. All emails sent out are automatically tracked and so can be easily resent.

✔ **People and Account Management (CRM)** The desktop includes a comprehensive and searchable “view” of all activities undertaken by each person. This includes every point of contact such as registrations, payments, sponsorships, emails plus addresses, user names. This comprehensive database is a very valuable asset of your league. Family members can also be viewed together as an account. This makes it especially easy for administrations to answer any questions that come up.

✔ **Volunteer Management** The desktop allows you to create as many volunteer types as you need (e.g., coach, team parent) with custom naming. Volunteers can have different levels of access to team data. Volunteers can be solicited as part of the registration process or separately. Volunteer screening is supported. Parents who volunteer are joined with their child’s registration ensuring they are easily put on the same team. Volunteer assignment is done via the Team

Building feature. Once volunteers are assigned to teams they automatically gain access to their team page, are included in roster and are included in volunteer-to-volunteer lists that only other volunteers have access to. It is also easy to list and thank them on the website.

### ✔ **Fundraising and Sponsorship Management**

The desktop allows you to create fundraising campaigns with custom naming and amounts. Team sponsorship is also supported either as part of the registration process or separately. Recurring payments for donations are supported. Parents who want to sponsor their child's team are joined with their child's registration ensuring they can easily be matched to the same team. Team sponsorship assignment is done via the Team Building feature. Once team sponsors are assigned to teams they are automatically listed on the appropriate team page with a website link, are included on printable rosters and schedules and on the weekly email reminders for games and practices. It is also easy to list and thank them on the website.

### ✔ **Team Building and Roster Management**

The desktop allows you to easily build teams using any criteria you want including tryout data or draft results. The Team Builder includes registrant, volunteer and sponsorship data. There is also an auto build option. One option allows friends to request another friend which is automatically tracked making it easy to satisfy. Volunteer assignment also occurs in the Team Builder with parents automatically linked to children. Ditto for team sponsorship. Once rosters are completed one mouse click publishes the Team Pages and another sends all the rosters out by email.

✔ **Standings and Statistics** It's easy to find out where your team is in the standings or to get game details. Includes support for divisions, home vs away, streak, points and others statistics to provide a major league look. Game scores can be entered by coaches or officials with final control resting with the league administrator.

✔ **Secure Team Pages** The favorite feature for registrants, volunteers and parents alike includes a reprintable roster, a reprintable game and practice schedule/calendar. maps to fields with driving directions, a message board and a picture and video gallery. Coaches have additional useful features such as lists of all the volunteers for their activity, messaging capability to all team members and uploading team documents. Team standings, statistics and game details are listed. Unlike portal sites, only team participants with a valid

user name and password can access the specific team page ensuring the information is safe and secure.

✔ **Schedule Building including Import** The desktop allows you to easily build game and practice schedules that satisfy many criteria. This includes balancing games per season, games per week, blackout dates, home vs. away games, games against other teams, games within divisions, maximizing games on preferred team fields plus actual field availability and league preferred order of use. Coaches will not be double booked and even drive time between games can be set. Schedules from other leagues or scheduling programs can be imported in Excel or CSV format. Once schedules are completed one mouse click publishes them to the Team Pages, publishes them to the field calendars and another sends the schedules out by email to every team member. The desktop provides various calendar views (by team, program and field) with drag and drop rescheduling capability including automatic email notification to affected people. Once schedules are published, weekly game and practice reminders can be automatically sent.

### ✔ **Automatic Game and Practice Reminders**

Automatic email reminders are another highly appreciated feature by players, parents, coaches and officials. Reminders include all scheduled games and practices with maps and driving direction links. The coach or team parent can easily add special announcements or messages to keep everyone informed and on time.

✔ **Officials Management** The desktop allows you to solicit, qualify, assign and pay officials. Different levels of qualification can be required for different levels of games. Officials can be assigned to games using in the desktop or optionally can self assign themselves to games they are pre-qualified for. Once officials are assigned to games they are automatically listed on the appropriate game schedule for easy reference. Game scores can be posted by officials with activity tracked for easy payment reports.

✔ **Membership Management** The desktop allows you to create different levels of membership with custom naming and pricing. Upselling between membership types is supported. Different prices can be charged for activities based on membership and there can be member only activities. Renewal dates can be based on the calendar year or league specific date.

✔ **Surveys** The desktop allows you to create custom surveys which can be emailed out to any group

(e.g., a team or coaches) groups. Survey results are automatically tabulated and available as either a dashboard view or report. Surveys are a proactive way to solicit feedback that provides great information for decision making about your league.

 **Image and Document Repository** Storage of documents and images for most leagues is an issue we address through the Document and Image repository in the desktop application. This is particularly important for volunteer based leagues where annual turnover is high and finding last year's information often problematic. The Image and Document repository is part of the institutional knowledge storage and transfer that we enable.

 **Online Advertising** Add web ads anywhere on your website easily and quickly. Only your ads will appear and you keep the proceeds. Includes easy set-up for Google, Yahoo, MSN and Amazon.

 **Website Analytics** We track all of your website visitors, which pages they visit, the search terms they use most frequently and other useful information. We send this to you automatically each month.

## Support Features

Our clients consistently tout our exceptional support as one of the key reasons they enjoy working with us. They also appreciate how responsive we are to improving features and making them easier to use.

Support Features	
Unlimited and Free Training	
Software Updates every Two Months	
Exceptional Client Service	
Rapid Activation and Initial Set-Up	
Institutional Knowledge	
Technology Platform	
Reliability and Redundancy	

 **Unlimited and Free Training** The desktop features are easy to use and we include extensive league administrator training at no cost. This includes comprehensive and searchable online help in the desktop application and over 60 short online video tutorials showing how to use specific features. Both are available 7/24 and supplemented by "live" web training

that is provided each week. There is no limit to the number of times the information can be viewed nor how many training sessions can be attended.

 **Software Updates every Two Months** Software releases, containing both new functionality and improvements to existing features, are included for free. These releases typically occur every two months and are automatically installed. Continuous quality improvement is our goal so client feedback on how to improve existing features is paramount. Requests for new functionality are next in importance with priority assigned to those items benefitting the largest number of clients.

 **Exceptional Client Service** Our staff is knowledgeable, well trained and there to answer your questions. Exceptional service is their goal. Our support staff will quickly respond to email and phone support with most issues resolved in one business day. We have extensive experience working with leagues of all sizes and understand the nuances associated with building the visibility and participation in your community. We regularly share best practices recommendations based on our work with other youth sports organizations. Client Services provides unlimited telephone and email support from 7:00 AM to 6:00 PM PT, Monday through Friday at no charge.

 **Rapid Activation and Initial Set-Up** Our Client Services staff will build and deliver a fully functioning, client-branded website within 15 working days or less of receipt of your website and program content and receipt of a Service Agreement. This 15 day period includes up to five days for our client services staff to build your website and initial programs, up to five days for you to review the website and program information and up to five days for our staff to make revisions based on your feedback. Then you are live!

 **Institutional Knowledge** In volunteer based sports leagues, turnover is high and new volunteers don't get much time to learn their roles and how things are done. All of your leagues information is stored on our system so you don't have to start from scratch. Our support team can help by showing new volunteers what to do and enable you to build on prior activities.

 **Technology Platform** Our current technology platform is a highly secure, scalable, enterprise class application using state-of-the-art Microsoft technology. It is our second generation platform and built on the learnings from our original platform (still in use for some customers) that launched in June 2001 with 26 subsequent releases. We call it Rainier and it entered

commercial service after two years of development in January 2007. Since then there have been 8 additional software releases following a plan of one approximately every two months. A multi-million dollar investment, Rainier was designed from the ground up as a Software-as-a-Service (SaaS) application to provide maximum flexibility and integrated functionality for our clients. The usability and feature set is unrivaled in the industry.

 **Reliability and Redundancy** The reliability of our systems is one of our top priorities. All hardware is redundant with automatic load balancing and failovers in place at multiple levels. Hosting is in an ultra secure, Tier One data center with biometric security, live guards and monitoring 24/7 with multiple drops of redundant bandwidth and full back-up power. Data back-ups are done nightly and stored offsite with our back-up servers to provide additional redundancy.

 **Privacy and Security** Protecting your data is another of our top priorities. Unlike many of our competitors we are very clear that you own your data and we have no rights to it. Accordingly, it cannot be rented, reused, distributed or shared. Access to your data requires unique usernames and passwords plus a personal license key. We also go great lengths to secure and protect your data against fraud, viruses, hackers and other threats. This is particularly the case for credit card information. We are a PCIDSS certified credit card processor that exceeds the certification standards. We utilize state of the art encryption and industry best practices for processing, transmission and handling of credit card information. Certification includes at least monthly third party review of our credit card processing procedures and protocols including encryption, collection, transmission and storage of credit card information, employee background checks and server facility security standards.

We hope this has helped you to understand why Count Me In is the trusted software-as-a-service (SaaS) solution for thousands of organizations, tens of thousands of activities, millions of registrations and hundreds of millions of dollars in transactions. We would like you to be our next valued customer!

