

# LEADING THE FIELD

FIRST CLUB IN OTTAWA VALLEY TO LAUNCH  
ONLINE REGISTRATION SEES BIG SUCCESSES



## BACKGROUND

Deep River Candu Swim Club is a member of the Eastern Ontario Swimming Association and provides coaching for all levels of athletes. The coaches welcome everyone to the program with a promise to develop all swimmers in a fair and fun environment. The club currently offers five streams of programming that begin at age six and continue up, including Learn To Swim, I Can Swim Fast, Fitness, Competitive, and Masters.

## CHALLENGE

Prior to 2010, Deep River Candu Swim Club processed all sign ups manually. The town had one community registration night and after that, swimmers had to call in to register for programs. It was time consuming and inconvenient for both the participants and the club administrators. "It was all pen and paper," notes Mitch Blimkie, Team Rep for Deep River Candu. "It would take our volunteer executive hours and hours to process the 100+ registrations." Mitch is one of four administrators—all of which have full-time jobs and coach on top of volunteering their time to help manage the club. It was clear that to make their lives easier and save valuable hours that would be better spent at the pool, there needed to be an automated process for registration and fee collection.

## SOLUTION

ACTIVE's easy-to-use interface and industry-leading reliability helped last year's Mitch happen to have a background in software and also was familiar with the technology provided by ACTIVE Network. He looked into the swim registration software and was soon speaking to someone at ACTIVE. "When I saw that ACTIVE's online registration linked with HY-TEK, we were sold. That was huge for us." HYTEK, also a part of ACTIVE



Network, provides swim club and meet management. With ACTIVE, clubs like Deep River Candu get an all-in-one system that includes online registration, fee collection, and club and meet management. Other software modules that were beneficial included the built-in email communication tools and merchandise sales capabilities.

Mitch and the club administrators received a short training and were soon ready to launch online registration. "It was so simple," he says. "One half hour training session in the beginning and then one more session on how to create coupons and that was it. It was easy."

## RESULTS

Deep River Candu Swim Club was the first club in Ottawa Valley to go completely online. In a small town of 4,000, a system like ACTIVE's was considered a risk and even larger organizations, such as Deep River's recreation department, were hesitant. The swim club quickly proved that all the doubts were unfounded. Some of the best results from using the online registration software include:

**+ Automated registration and payments** cut hours off the administrators' work load each week. Fees are now collected instantly and securely—and it's easy to track down missing/overdue payments. Plus, online registration gives families the convenience of signing up whenever they have time. "Signing up for swim meets was a huge headache in the past," comments Mitch. "I would have people Facebooking, texting and calling me as I tried to track down who was swimming what. Now it's a one-step communication process and is so much easier. Plus, we've almost completely eliminated the paperwork."

WHAT'S YOUR ACTIVE?

+ **The email communication tools** allow the club to quickly update swimmers on any cancellations or additional practices, as well as send payment deadline reminders. “It’s really easy to segment your contacts and the emails look professional,” says Mitch.

+ **The reporting features** give club administrators crystal clear insight into revenue and registration numbers. Reports can easily be viewed and emailed—executives get accurate registration revenue numbers and coaching staff has up-to-date rosters. “Our treasurer really appreciates the reporting function,” comments Mitch. “What used to take her a month now only takes two hours. She has time to focus on the budget instead of pulling numbers together.”



+ **ACTIVE Network offers dedicated customer support**, which means that the club can call with questions and get answers from a person instead of a machine. “We work through our account manager for everything, who then connects us to the tech team. They are very personal and know all the details of your portfolio. The support is great.”

“ACTIVE Network’s swim software is a really good framework We can copy information from year to year, so the prep time is next to nothing. Getting information out to people is really easy and we’re sure to see increased returns.”



## WHAT’S NEXT

Deep River Candu Swim Club presented their successes at the area’s Annual General Meeting, demonstrating how the online registration software worked on iPads and laptops to other coaches and administrators. “People were intrigued by how much we can accomplish as

a small club,” says Mitch. “The system has been nothing but flawless.” Not only is Deep River Candu leading the way for other clubs in Ottawa Valley to get on board with the technology, but they are already looking to expand. “We are planning to get ACTIVE’s help building a new website,” comments Mitch. “ACTIVE has always worked with our budget and we want to really build out our online services.” which meet to participate in and more. This year, parents will even be able to purchase merchandise. Rocky estimates that ACTIVE has saved their volunteers hundreds of man hours in the past year. With outstanding reporting, worry-free registration and automatic payment processing, ACTIVE has proven to be a remarkable asset for board members, volunteers, parents and swimmers, alike.

**GET** More Participation

**MANAGE** Clubs Efficiently

**BUILD** Lasting Relationships

## LEARN MORE

Find out how we can help your event:

[ACTIVEswim.com](http://ACTIVEswim.com)