



More Funds, Less Fuss: Special Member Benefits

Go & Give

becauseOne®

elevation sports

PLAYERS
HEALTH

POSITIVE
COACHING
ALLIANCE

bluehost

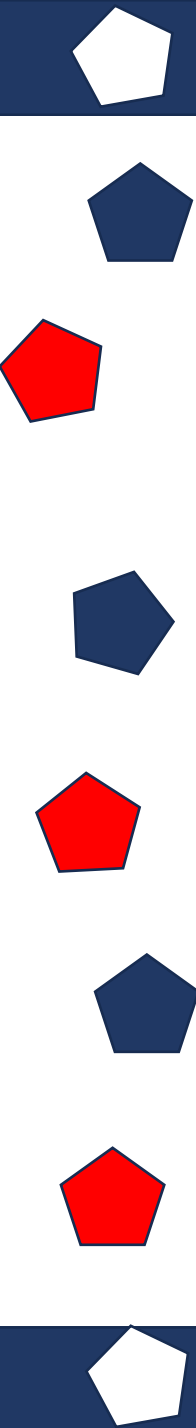
John Koluder | Director, Special Member Benefits



How would your club use *hundreds to thousands* of additional dollars in next year's budget?

What about *tens of thousands of dollars* over 3-5 years?

And even more, the addition of a team of support to help make it all happen?





Special Member Benefits

Indiana Soccer is proud to offer a variety of benefits to our member clubs that are likely familiar to you, such as player registration, insurance/risk management coverage, access to coaching and referee resources and much more.

In addition to these services that are covered by membership dues, Indiana Soccer continues to cultivate partnerships with organizations to provide “Special Member Benefits” that go above and beyond what many other State Associations provide.



Special Member Benefits Menu

Revenue Generators



Travel app that provides individuals steep discounts and clubs commission on sales



Online fundraising portal focused on connecting donors and communities to individual items



Turnkey e-commerce solution providing clubs commissions on spiritwear and/or team uniforms

Additional Services/Benefits



Website hosting platform providing consistency and ease of use for clubs for under \$100 annually



Access to in-person and online seminars and vast resources for coaches, athletes, families and refs



Insurance portal available to individuals that offers six primary & supplemental options



I know what you're thinking.

"These all sounds great, but at our club we have a LACK of ..."

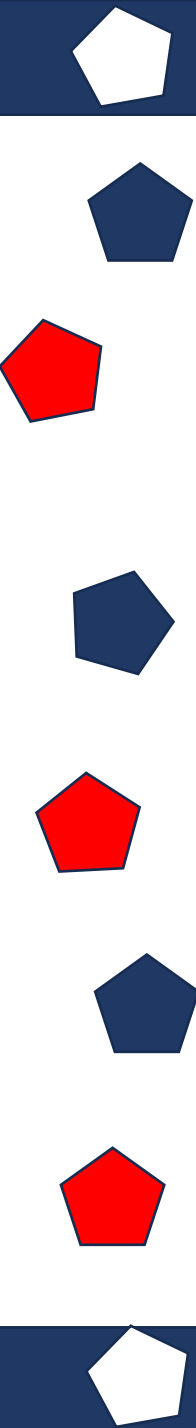
TIME ... BUY-IN ... RESOURCES ... SUPPORT

THAT'S WHY I'M HERE!!!



Go & Give

Travel ... with a purpose







Go & Give

Go & Give is a recently developed travel app that lets users to donate to a not-for-profit organization AND take advantage of exclusive access to discounts on travel. How it works ...

- Upon downloading the G&G app, users are prompted to enter a promotion code that is linked to an individual club.
- App users receive an average of 34% savings on hotel bookings compared to similar travel apps, with discounts ranging up to 60% off
- Once club code is connected via app login, users can sign into goandgive.com, which has same discounts on hotels and additional savings on flights, rental cars & travel insurance
- **Participating clubs receive a portion of the proceeds from each booking, resulting in a “passive” fundraising opportunity that benefits both the clubs and the individual user**



The More You Share Your Code, The More You Earn!

- Go & Give's app and website can be used by ANYONE who has your club's unique activation code for ANY type of travel (personal, business, vacation, travel sports, etc.)
- Club codes are "sticky" by design ... a code can be replaced/updated, but must be done so through customer service channels
- Not designed to replace "stay and play" travel for tournaments as limited number of rooms are available to book at once ... but it is a good option for those traveling with athletes if "home hotel" space is limited
- **The more your club's families, players, coaches, board members, volunteers, and referees share that code with family, friends, co-workers, sponsors, businesses, and personal networks, the more opportunities your club will have to earn passive income**

club size	% of app users at club	# of app users	annual travel \$ spent per user	annual total travel \$ spent by app users	commission rate	commission earned
100	5%	5	\$1,200	\$6,000	1.25%	\$75
100	10%	10	\$1,200	\$12,000	1.25%	\$150
100	25%	25	\$1,200	\$30,000	1.25%	\$375
100	50%	50	\$1,200	\$60,000	1.25%	\$750
100	75%	75	\$1,200	\$90,000	1.25%	\$1,125
1000	5%	50	\$1,200	\$60,000	1.25%	\$750
1000	10%	100	\$1,200	\$120,000	1.25%	\$1,500
1000	25%	250	\$1,200	\$300,000	1.25%	\$3,750
1000	50%	500	\$1,200	\$600,000	1.25%	\$7,500
1000	75%	750	\$1,200	\$900,000	1.25%	\$11,250
2500	5%	125	\$1,200	\$150,000	1.25%	\$1,875
2500	10%	250	\$1,200	\$300,000	1.25%	\$3,750
2500	25%	625	\$1,200	\$750,000	1.25%	\$9,375
2500	50%	1250	\$1,200	\$1,500,000	1.25%	\$18,750
2500	75%	1875	\$1,200	\$2,250,000	1.25%	\$28,125



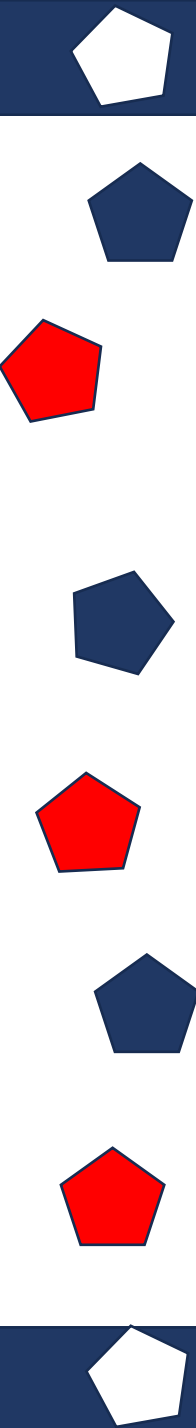
Go & Give

- Checks will come from Go & Give on a quarterly basis; minimum \$250 commission earned (commissions will “roll over” until the \$250 threshold is reached)
- Note that commissions are not issued until the travel is completed
- Reporting provided to clubs will include amount of accounts created in the app via your club’s unique code, how many bookings were made, and how much money they generated
- The State Association will have more detailed information. You are encouraged to communicate with your state’s rep to customize what your club is looking for
- For privacy reasons, details of individual travel bookings will not be made available at either the state or club levels



Again, The More You Share, The More You Earn!

And here's how we'll help ...

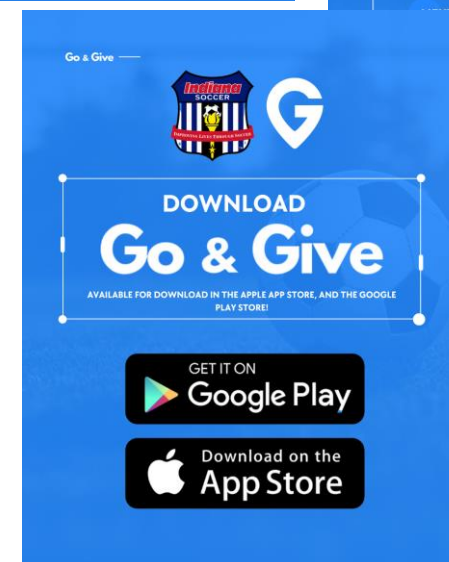
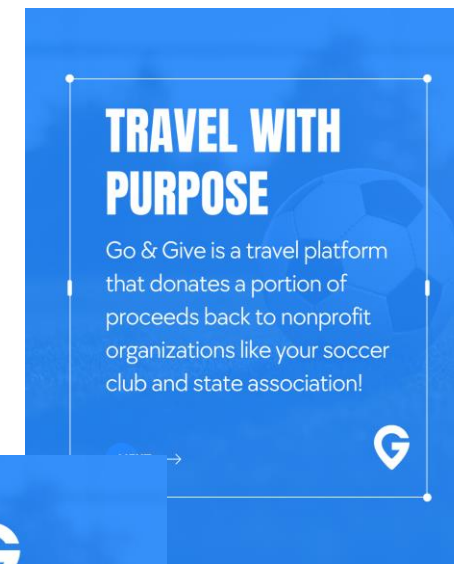
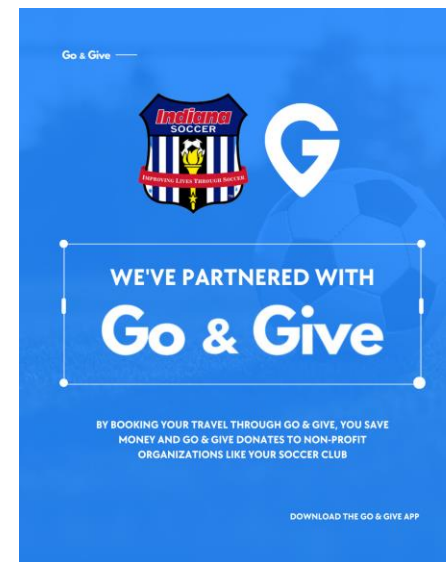




Go & Give

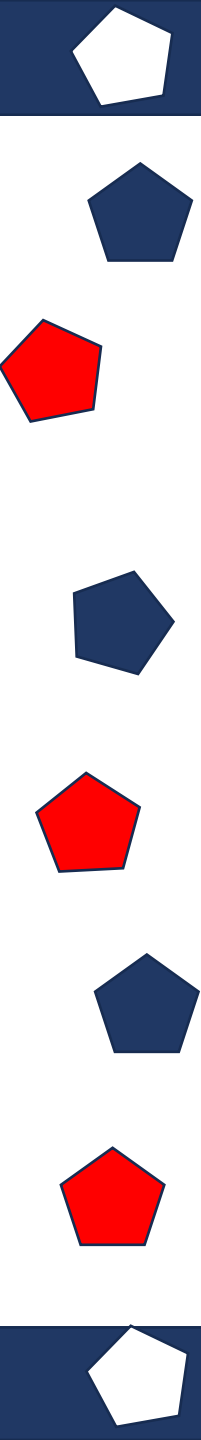
Indiana Soccer will support clubs via:

- Landing page customization for clubs via language & logos
- Email newsletter execution (via membership list inside GotSoccer)
- Custom graphics & language for club social media pages, website & email newsletters
- Liaison (via Koluder) for customer support and reporting from Go & Give
- Landing page on SoccerIndiana.org that includes info to get started, including list of all club codes





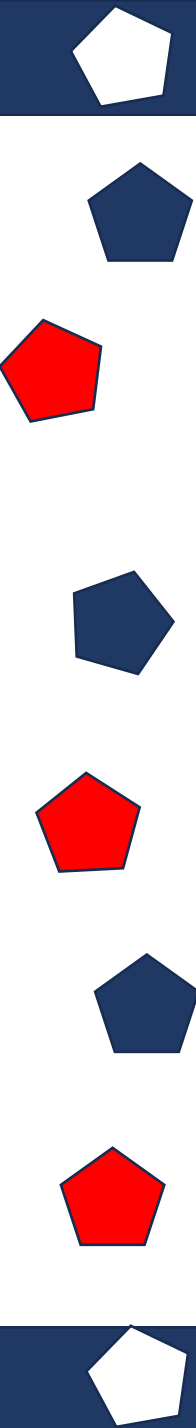
Stefany Dolan & Stacia Jones





The logo for elevation sports. It features a stylized 'e' icon in green and dark grey, followed by the word "elevation" in green and "sports" in dark grey.

*e-commerce solution for online
spiritwear & team uniform orders*





In searching for a partner in the e-commerce category, Indiana Soccer considered:

Customer Facing Items:

- Product Quality & “Tiers”
- Variety of Available Merchandise
- Competitive Pricing
- Online Shopping Experience
- Order Turnaround Time
- Shipping
- Customer Service

Production/Support Items:

- Production Facility
- Production Process
- Supplier Relationships
- Inventory Process
- Reporting Mechanisms
- Dedicated Support Staff



- Indiana Soccer has worked with Elevation to mock up our own "Spirit Store" to provide an example of what clubs can expect to see in theirs.
- All the items – and the variety of available colors for each – are included in the “base package” version of a club’s Spirit Store.
- Once Elevation receives a club logo/marks and the club’s desired commission rate (either “flat rate” or percentage per item), these basic spirit stores can usually be turned around in two business days.
- Stores will be populated with all items and pared down from there rather than built up from scratch



Say a typical family orders:

- a youth tee for each of their 2 kids (\$12.99 each base cost)
- a performance/wicking polo shirt for dad (\$21.99)
- a hoodie for mom (\$29.99)
- a pair of 30 oz. metal tumblers (\$18.99 each)

Total base cost of items: \$115.94

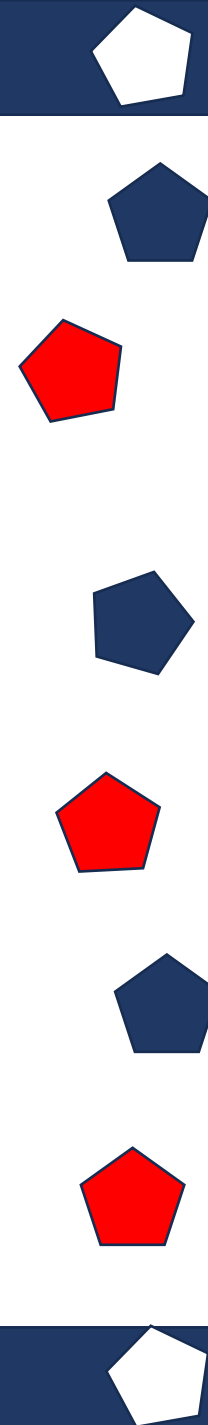


club size	% of purchasers at club	# of purchasers	annual \$ spent per family	annual total spent per club	commission rate	commission earned
100	15%	15	\$115.94	\$1,739.10	20.00%	\$347.82
100	30%	30	\$115.94	\$3,478.20	20.00%	\$695.64
100	50%	50	\$115.94	\$5,797.00	20.00%	\$1,159.40
100	75%	75	\$115.94	\$8,695.50	20.00%	\$1,739.10
1000	15%	150	\$115.94	\$17,391.00	20.00%	\$3,478.20
1000	30%	300	\$115.94	\$34,782.00	20.00%	\$6,956.40
1000	50%	500	\$115.94	\$57,970.00	20.00%	\$11,594.00
1000	75%	750	\$115.94	\$86,955.00	20.00%	\$17,391.00
2500	15%	375	\$115.94	\$43,477.50	20.00%	\$8,695.50
2500	30%	750	\$115.94	\$86,955.00	20.00%	\$17,391.00
2500	50%	1250	\$115.94	\$144,925.00	20.00%	\$28,985.00
2500	75%	1875	\$115.94	\$217,387.50	20.00%	\$43,477.50

club size	% of purchasers at club	# of purchasers	annual \$ spent per family	annual total spent per club	commission rate	commission earned
100	15%	15	\$115.94	\$1,739.10	30.00%	\$521.73
100	30%	30	\$115.94	\$3,478.20	30.00%	\$1,043.46
100	50%	50	\$115.94	\$5,797.00	30.00%	\$1,739.10
100	75%	75	\$115.94	\$8,695.50	30.00%	\$2,608.65
1000	15%	150	\$115.94	\$17,391.00	30.00%	\$5,217.30
1000	30%	300	\$115.94	\$34,782.00	30.00%	\$10,434.60
1000	50%	500	\$115.94	\$57,970.00	30.00%	\$17,391.00
1000	75%	750	\$115.94	\$86,955.00	30.00%	\$26,086.50
2500	15%	375	\$115.94	\$43,477.50	30.00%	\$13,043.25
2500	30%	750	\$115.94	\$86,955.00	30.00%	\$26,086.50
2500	50%	1250	\$115.94	\$144,925.00	30.00%	\$43,477.50
2500	75%	1875	\$115.94	\$217,387.50	30.00%	\$65,216.25



*A cost-effective and convenient solution
for your club's web hosting needs*





bluehost

As of Spring 2024, we are proud to introduce Bluehost to our clubs as our preferred website hosting platform.

The Bluehost Solution

Few things cause more headaches for soccer clubs on the organizational side than their website. That's why Indiana Soccer has partnered with Bluehost to give our member clubs a website hosting option that provides stability in the face of ever-changing personnel and webmasters.

Consistency & Security

Through our partnership with Bluehost, Indiana Soccer has gained the ability to co-host member club websites utilizing the popular and user-friendly WordPress content management system for up to three years.

With Indiana Soccer serving as the domain host, your club will have a safe and secure web solution that guards against content and domain loss and provides additional support that will make your website transfer and management as seamless and convenient than ever.

Save Your Club \$\$

In addition to support and security, switching to Bluehost will be an incredibly cost effective solution, as clubs need only pay a \$100 annual fee for Sitelock malware protection software.

Depending on your current domain provider and/or staffing support, switching to Indiana Soccer's Bluehost site will likely save your club hundreds, if not thousands, of dollars over the course of three years.



VISIT [LOGANSOCCER.ORG](https://logansoccer.org) TO SEE HOW YOUR OWN CLUB'S SITE COULD BE STRUCTURED

Site Structure

Logansport Soccer Club is the first member club to work with Indiana Soccer in partnering with Bluehost, and their logansoccer.org site offers an example of the layout and structure template that your club can expect to utilize.

Indiana Soccer Support

Support from ISA begins by collaborating with your website team on moving content from your current site to one hosted by Bluehost. Club personnel will have unique and secure access to the WordPress CMS platform, and select Indiana Soccer staff will also have the ability to assist in accessing the website's backend to provide updates during the buildout and beyond – but will only make updates in coordination with your club's personnel after the initial build-out is completed.

In addition, Indiana Soccer will aggregate select content from soccerindiana.org to populate your club's site, ensuring your constituents are kept abreast of the latest news and updates from ISA.



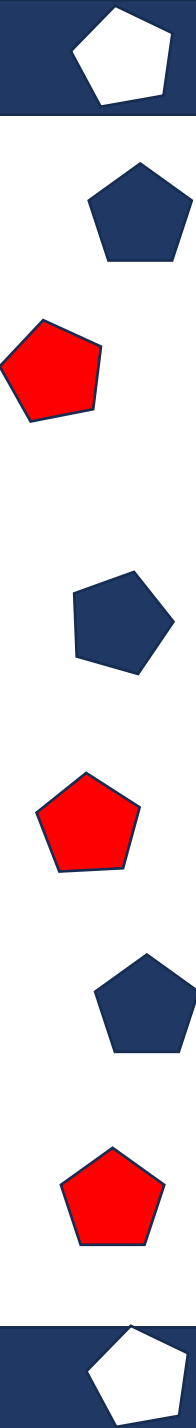
Helping athletes, coaches, parents, and club leaders cultivate the culture we all deserve



Since 1998, PCA has reached thousands of organizations around the country and reached 20+ million youth athletes.

PCA puts the emphasis beyond results by focusing on life skills and character development for athletes, coaches, parents, and administrators via seminars and online resources.

Our goals are simple: Help our clubs cultivate ambassadors for the game and build better cultures that will help bring kids to the sport and keep them involved for life.





As a catalyst for a **positive youth sports culture**, Positive Coaching Alliance provides research-based training and resources for coaches, parents, athletes, and leaders to ensure a positive youth development experience for **ALL kids**, in all communities across the U.S., through sports.

PCA ensures sports are **'done right'** with programming that is research-based and designed to have **impact at three levels** in a youth sports organization or school:

YOUTH experience improved life skills and character development.

COACHES become more positive and increase their focus on using sports to teach life lessons.

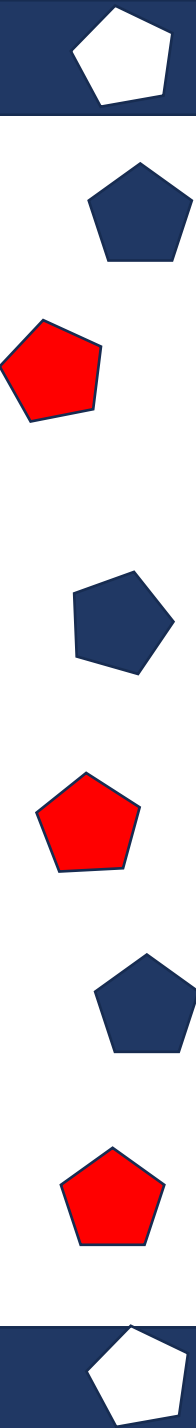
YOUTH SPORTS ORGANIZATIONS AND SCHOOLS see their cultures become more positive and everyone involved has more fun.



Via our partnership, PCA will present six in-person and/or online seminars available to our membership.

We will work with member clubs to find topics they want to explore and are relevant and timely.

In addition, a slew of online resources will be available and additional social media and website deliverables will be shared with clubs so that you can share with your families.





Special Member Benefits

Indiana Soccer is proud to work with the following organizations to provide our member clubs and their constituents benefits that go above and beyond typical services offered by State Associations.

Revenue Generators



Travel app that provides individuals steep discounts and clubs commission on sales



Online fundraising portal focused on connecting donors and communities to individual items



Turnkey e-commerce solution providing clubs commissions on spiritwear and/or team uniforms

Additional Services



Website hosting platform providing consistency and ease of use for clubs for under \$100 annually



Access to in-person and online seminars and vast resources for coaches, athletes, families and refs



Insurance portal available to individuals that offers six primary & supplemental options

For details on these programs and how to activate them on your club's behalf, visit the "Special Benefits" menu at soccerindiana.org and contact John Koluder at johnk@soccerindiana.org or 317-975-2014



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*THANK YOU for your time & feedback ...
... now help me help you!*

*Let me know who to work with at
YOUR club!*

