

Indiana Soccer Special Member Benefits Department Report FY 2025 (Aug 2024-July 2025)
John Koluder
Special Member Benefits Director

The Director of Special Member Benefits role is focused on bolstering the roster of benefits available to member clubs and their constituents outside of Indiana Soccer's cadre of benefits already supported by registration fees. The Director is responsible for identifying, developing, and implementing special member benefits/initiatives emphasizing the generation of non-registration income.

During Indiana Soccer's 2025 fiscal year (August 2024-July 2025), the Special Member Benefits program focused on developing some fledgling partnerships that were already forged and cultivating others from scratch. Below are details on the six programs under development by Special Member Benefits during FY 24:

Elevation Sports (e-commerce platform)

After landing on Elevation Sports as the preferred partner for e-commerce in FY '24, Indiana Soccer continued the development of this online solution for spirit wear and uniforms through our pilot program with the Indiana Olympic Development program across FY '25.

After garnering feedback from ODP and Elevation, it was determined that a different supplier would be sought for ODP uniforms moving forward, but that the partnership for the online spirit wear store would continue forward into FY '26. The ODP pilot program from July '24-June '25 garnered the following figures for spirit wear sales only:

Total items sold: 381

Average fundraising margin earned per item sold: 15.2%

(exact figures of total sales and commission earned will be withheld from this report but are available)

These figures were garnered with little-to-moderate dedicated/direct marketing solicitations to families inside the program and an intentionally lower fundraising margin than we would advise to clubs. With this knowledge and these figures from the pilot program in hand, we look forward to pushing this solution to clubs on a heavier basis in FY '26.

In this endeavor, the Special Member Benefits Director will serve member clubs as the main point of contact, introducing them to Elevation representatives to help set up initial contact and from there assisting as need to be develop their club's online store and assist in promotion to the club's constituents via email marketing and creation of social media marketing materials.

While Elevation Sports is the preferred partner in the e-commerce space for spirit wear, Indiana Soccer will keep open opportunities for a preferred uniform provider for clubs in addition to other spirit wear solutions in the industry.

becauseOne (donation platform)

becauseOne continued as a preferred platform for Indiana Soccer's online donation solution across FY '25, marking the third year of the partnership.

A family-owned company based in Greenwood, becauseOne makes collecting donations for non-profit organizations easier – and more social – than ever via its online giving platform. Organizations – including Indiana Soccer – are able to clearly communicate and seek donors for their most urgent needs by listing items for donation in their individual becauseOne Room. Inside the becauseOne platform, gifters (donors) are directly connected to these needs based on their specific passions and interests.

As of July 2023, the Special Member Benefits department assumed control of the partnership on behalf of the organization, which included regular meetings with becauseOne's representatives and updating the needs included in Indiana Soccer's becauseOne donation room. To coordinate with the Indiana Soccer Outreach Department's focus on providing adaptive play equipment to PE teachers as part of the Futsal for All training/equipment donation program that will roll out widely in 2026, Indiana Soccer plans on shifting the focus for donations to items in this space starting in late 2025.

For a third consecutive year, becauseOne representatives were on hand at Indiana Soccer's Annual General Meeting in February 2025 to promote their program in person and cultivate potential relationships.

Players Health (health insurance)

Due to turnover at Players Health, FY '25 provided no movement in regard to this partnership and the suite of solutions to be provided to those in the Indiana Soccer family. However, with communication with the company reestablished in late 2025, Indiana Soccer is expected to provide an updated suite of offering through Players Health via Allstate Insurance beginning in 2026. These offerings in an updated online portal will include:

- Individual Health Insurance plans
- Medicare
- Accident Insurance
- Dental & Vision Insurance

The Players Health website offers one convenient place where members can discover and compare the options available to them. After applying either online or by phone, members can start using their health insurance as early as the following day.

Players Health's mission is to create the safest and most accessible environment possible for athletes to play the sports they love. Their industry-leading insurance platform combines data-

driven safety programs with insurance to ensure members receive the best products possible in a straightforward, easy-to-navigate online experience.

Positive Coaching Alliance

In Fall 2023, Indiana Soccer's Outreach Department was introduced to representatives from the Positive Coaching Alliance (PCA), and after preliminary discussions revealed alignment in our missions, an official three-year partnership began in February 2024. The Special Member Benefits Director will manage the partnership from an administrative standpoint while leaning heavily on others in the organization with expertise in the coaching and education spaces to offer the workshops most pertinent to our members and communicate such offerings broadly and effectively.

Positive Coaching Alliance (PCA) is a national non-profit working to provide all youth and high school athletes with a positive, character-building sports experience. Over the course of 25 years, [PCA](#) has partnered with 20+ million youth; provided 20,000+ live group workshops for leaders, coaches, parents, and athletes; as well as roughly 3,500 schools, districts, conferences, youth sports organizations, and park-and-rec departments to create a Development Zone® culture, with the goal of using youth and high school sports to create a positive experience.

Our partnership provides Indiana Soccer Association membership access to PCA's training for coaches, sports parents, student-athletes, and administrators, through live group workshops, online courses, and added online resources, such as follow-up tips and reminders for using sports as a positive youth development tool.

As part of the agreement, a total of 18 in-person workshops will be made available through the end of the partnership in February 2027, with an emphasis towards hosting such events as part of Indiana Soccer's Annual General Meetings each of the next three years.

Activity in the partnership across FY '25 included the first two in-person PCA workshops in August 2024, both of which focused on leadership at the organizational level. These workshops were expertly led by Ken Harkenrider, a familiar face in the Indiana Soccer space due to his longtime affiliations with schools and clubs in the Fort Wayne area. While those in attendance agreed the topics and conversations were of value, unfortunately attendance proved to be a significant obstacle, and shaped our approach for such in-person workshops moving forward. With that, Harkenrider and our primary PCA contact, Keenan Bigg, presented a third workshop in conjunction with the Director of Coaches meeting in February 2025's Indiana Soccer Annual General Meeting. The partnership was also promoted as part of the AGM weekend's Annual Gala, which featured a 15-minute Q&A with Bigg and Harkenrider regarding the PCA-Indiana Soccer partnership in front of an audience of over 400 attendees.

Bigg has been a valuable resource in helping Indiana Soccer find optimal solutions for getting PCA's messaging in front of our membership and will continue to "think out loud" with ISA in the coming months and years to bring attention to the partnership.

Money Vehicle (financial literacy program)

New to the Special Member Benefits portfolio in FY '25 was a budding partnership with Money Vehicle, an exclusive financial literacy course created by Jedidiah Collins, former professional athlete and Certified Financial Planner®, designed to build strong money habits and unlock its participants' full economic potential from an early age. Involvement in FY '25 included introductions to the program to John Koluder for program management and planning the rollout to players and referees ages 12-19, scheduled to begin in the first half of FY '26.

Bluehost (website hosting platform)

Few things cause more headaches for soccer clubs on the organizational side than their website. That's why Indiana Soccer partnered with Bluehost in Spring 2024 to give our member clubs a website hosting option that provides stability in the face of ever-changing personnel and webmasters.

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, beginning with the launch of the partnership in 2024. With Indiana Soccer serving as the domain host, clubs now have a safe and secure web solution that guards against content and domain loss and provides additional support that will make website transfer and management as seamless and convenient than ever.

No clubs signed up for this service across FY '25, and a focus will be placed on additional promotional opportunities to get the solution in front of clubs in FY '26 and beyond.

Go & Give (fundraising travel app)

Unfortunately, the Go & Give fundraising platform ceased operations without notice in early 2025, bringing the partnership to an end.