

Customer Success Story

INDY PREMIER SOCCER CLUB

Using InitLive, Indy Premier Soccer Club scaled up their annual tournament by 50%.

Summary

Indy Premier Soccer Club (IPSC) is a full-service soccer organization that offers a diverse menu of soccer programming year-round for youth of all ages and abilities.

THE SOCCER TOURNAMENT TO ATTEND IN THE MIDWEST

IPSC annual Halloween Classic tournament hosts over 400 soccer teams from across the midwest at eight different facilities. The tournament is a fundraiser and showcase for Indy Premier's Soccer Club.

THE TEAM THAT BRINGS IT ALL TOGETHER

Parents of the participating players contribute a minimum of 4 hours of volunteer work. Between parents, additional volunteers, and staff, a team of over 665 people work together pre-event and throughout each tournament day to make the event a success.

665+
Volunteers

380+
Teams

401+
Shifts

4K+
Hours Worked

"Now with InitLive, we can coordinate our volunteers and their shifts all in one place. It makes things a lot simpler and saves us time."
- Matt Schlake, Director of Events



Challenge

Prior to using InitLive, Matt Schlake, Director of Events at IPSC, and his team managed and scheduled the annual tournament using spreadsheets and SignUpGenius. **"When teams signed up to join the organization they agree to do 'x' number of volunteer hours per child, we tracked hours manually by printing spreadsheets,"** said Matt. Using these tools, they didn't have the data they needed to track staff and communicate quickly. **"Going through databases, searching for things and trying to match phone numbers to move people around was costing a lot of time and effort."** Matt admitted that the lack of visibility and a tedious communication process was stressful and inefficient.

When miscommunications and delays happened, it also contributed to volunteer frustration. **"Volunteers showing up to the wrong site would have us having to play phone tag with each other from site to site,"** said Matt. This made volunteers feel like their time was wasted.



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Solution

For 3 years, IPSC has chosen InitLive as their event volunteer scheduling & communication tool to reduce administration time and keep organizers & volunteers informed and connected in the midst of constant change.

KEY BENEFITS:

- \$1000's saved in labor costs
- 95% shift attendance rate
- 80% event attendee retention rate
- Real-time visibility across eight venues

88% OF TIME SAVED

"With the InitLive app, we can take care of a volunteer's issue in under five minutes, saving 45 minutes and frustration."

SCALED UP BY 50%

"Not only were we able to combine our smaller events, but we were able to grow from 250 teams to 350 teams in a year."

Key Functionalities

EASY REGISTRATION

Using InitLive's sign up page, IPSC was able to provide their members with an easy way to sign up and schedule their volunteer hours around their child's games.

EFFECTIVE COMMUNICATION

IPSC was able to communicate with our volunteers more effectively through the InitLive app. "They see a message coming through InitLive, they know, "Okay, this affects me, I need to read it now."

REAL-TIME VISIBILITY

With InitLive, IPSC event managers have mobile access to the dynamic event schedule allowing them to accommodate last-minute shift changes at their discretion. Ensuring every parent makes the game.

SECURE INFORMATION

Through InitLive, IPSC can ensure that all their volunteer's personal information is secure in the cloud and that it remains GDPR compliant, building a high level of trust among their volunteers.

IMPROVED EFFICIENCY

IPSC saved thousands of dollars in labor and time since using InitLive. IPSC uses InitLive to not only schedule the volunteers before the event but also uses it to organize and communicate with volunteers during the event. Eliminating spreadsheets and phone lists from the picture.

HOURS TRACKING

IPSC's site coordinators were equipped with iPads with the InitLive app to check-in volunteers at each site increasing hours tracking accuracy. Ensuring visibility and accountability on volunteer commitments.

EVENT-WIDE BROADCASTING

When weather-related issues came up, IPSC was able to use the InitLive app to broadcast information to all volunteers that the fields were closed and the tournament would be pushed by two hours. This kept volunteers informed in real-time the morning of the event.

EMPOWER VOLUNTEERS

Through InitLive, IPSC empowers their volunteers to "pick their times and their slots and whatever roles they would like to. So it's really their choice."