

# Maree Oranmore FC

Simplifying player registration & moving to a cashless organisation



↑  
**30%**  
Membership  
INCREASE



*"Clubify has transformed our registration processes into a smooth running, professional operation. It has simplified collecting membership and allowed us to move closer to a cashless organisation."*

Stuart McCamley, Executive Committee, Maree Oranmore FC

Maree Oranmore FC ([www.MareeOranmoreFC.ie](http://www.MareeOranmoreFC.ie)) was founded in 1989 and is a very progressive club competing in the Galway & District Premier League in Ireland. They have 600+ playing members and over 80 volunteers in coaching and admin.

## The following challenges were identified

- The club wanted flexibility in designing their own custom membership forms.
- Buried in a mountain of IOUs the club was struggling to record who had paid what.
- The club wanted a single database to record cash payments as well as online payments.
- The club had no simple reporting tool to see who was behind on payments and what payments were due.
- The club wanted to provide discounts for early payments and offer discounted packages for coaches kids.



## The following solutions were implemented

- Our product team worked with the club registrar to understand the array of information they required in the signup process resulting in a custom form.
- Next, our design team integrated the membership form into the app and website as well as providing a shareable link for social media.
- Our team of developers then **cleaned and joined** previous years records of members (cash and online payments) into a single repository.
- We interpreted and refined the membership sales data and provided powerful dashboard insights such as sales by membership package and age groups along with detailed subscription analytics and churn metrics.



## Our insights had a big impact

Based on these insights, Maree Oranmore FC:

- Payees who had issues with the sign up process were identified and guidance was provided.
- Failed subscriptions raised an alarm which allowed the club to inform the payee in confidence of the reason for the failed payment.
- Cash projections were available for the coming months based on subscriptions due.
- Teams without all players registered were identified and the risk around non insurance cover for players was removed.
- Membership revenue grew by 30% because missed and incomplete payments fell to 0%.

