

EDENBRIDGE
TENNIS CLUB

Court to Cloud: Elevating Your Tennis Club's Tech

Edenbridge's Technology Tips, Tricks and Hacks.

November 18, 2023.

What we use...

Pricing Legend:

Free

NFP

Fair

Prohibitive

* Preferred rate for Incorporated Not-for-Profit Organizations

Comms

Mailchimp
Newsletter

Canva

Voicemail Office

Social Media :
Instagram, LinkedIn,
Twitter/X

Google

Gsuite – Docs,
Forms, +++

Email Domain /
Mobile / Groups

Maps

Drive – Data / IP
(Security)

Meet

Ads*

Finance

Duca Credit Union

WaveApps

Square

FlipGive

Stripe*

Planning

Trello

Eventbrite



INTUIT mailchimp

- ▶ Mailchimp was our primary form of communications with our membership
- ▶ Free (Limited Functionality)
- ▶ Collaborative
- ▶ Integrated with Social Media
- ▶ Great Statistics and Reporting
- ▶ Legal Email Sign-Up
- ▶ Website Modal
- ▶ Other comparable options exist



EDENBRIDGE TENNIS CLUB

September Newsletter

To keep up to date on all tennis events and socials, please check out the [Club's Events Calendar](#).

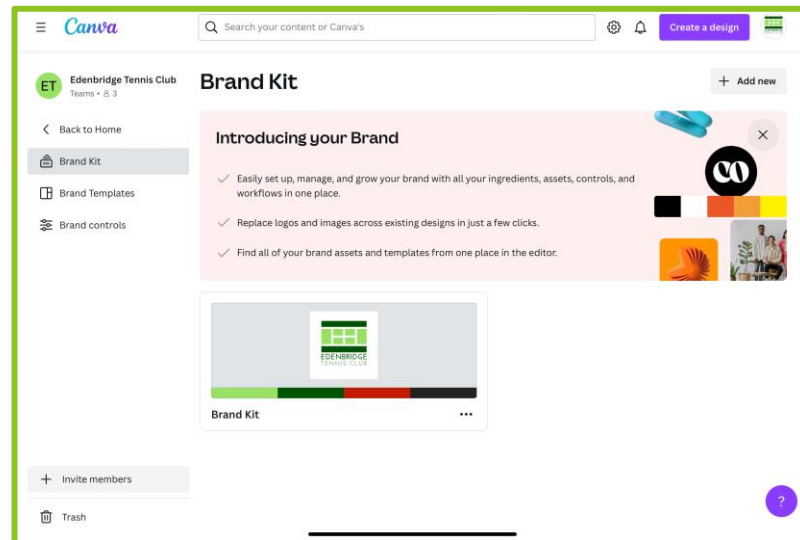
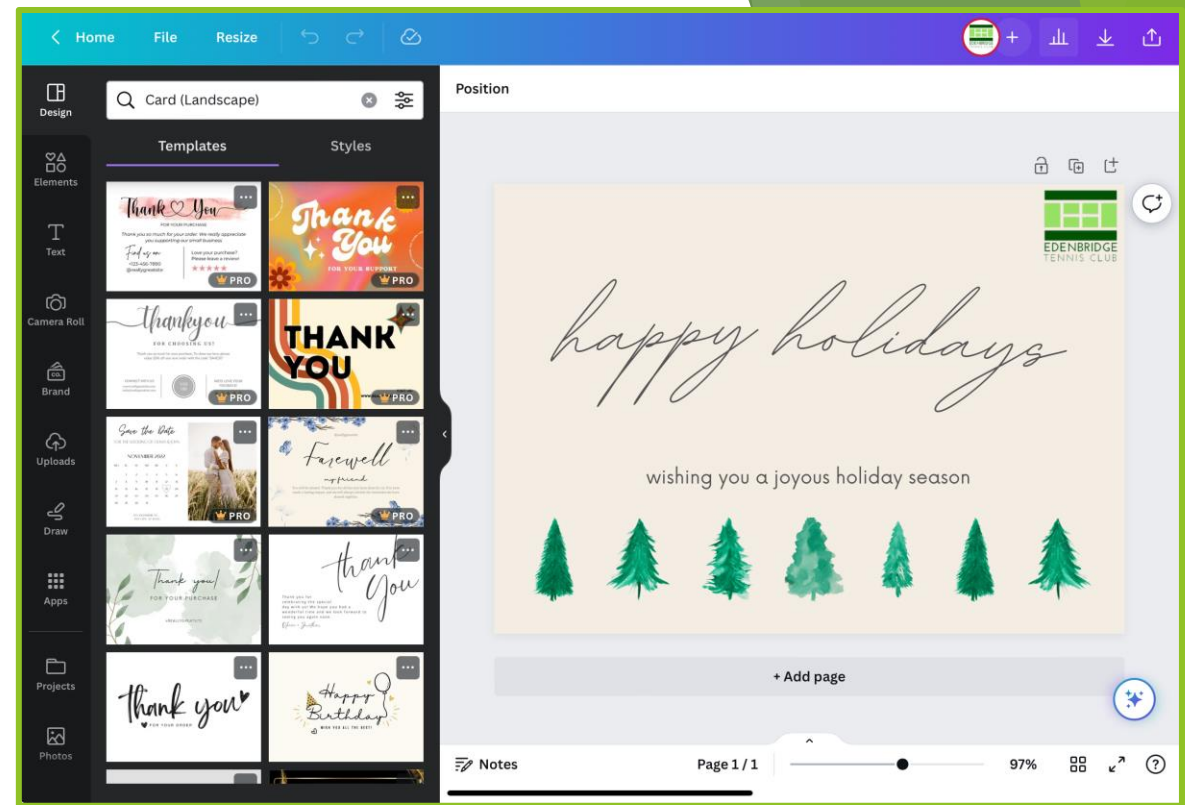
2023 Club Tournament

Final reminder, the end of year club tournament is set to begin on Saturday, September 9th and Sunday 10th. Depending on player interest, we will be running three draws - Men's Singles, Women's Singles and Mixed Doubles. **If you are interested in taking part, [please sign up using this online form](#) by August 31st.** All participants will need to pay \$10 to enter each draw - to be collected once the tournament is cleared to run. Lunch will be provided for the

Communications

Canva

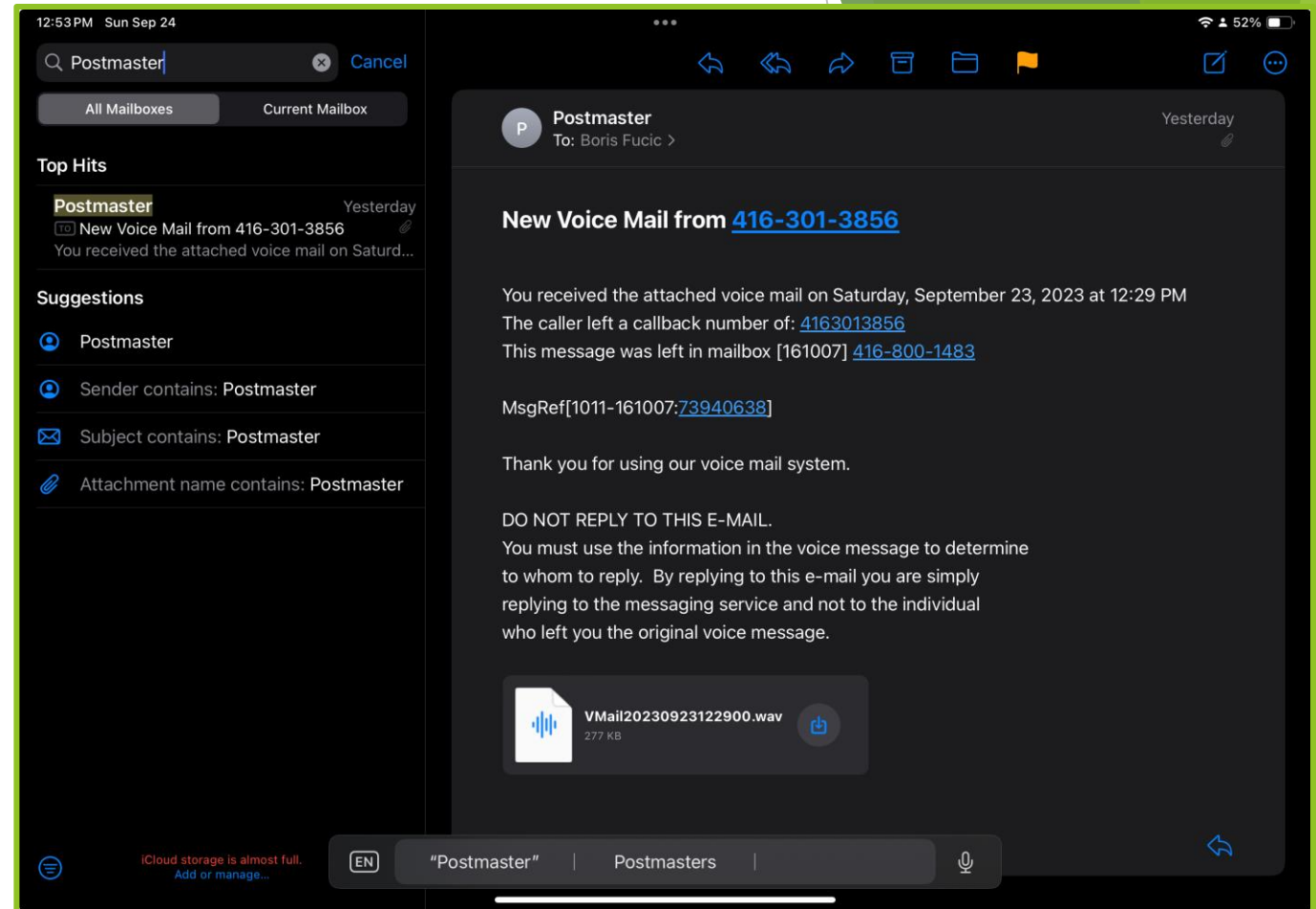
- ▶ Easy-to-Use Design Tool
- ▶ Free for Not-For-Profits
 - ▶ Must complete application directly
 - ▶ Generous Package (Access to Stock Images)
- ▶ Create Modern and Stylish Designs
- ▶ Used for Logos / Banners / Signage



Communications



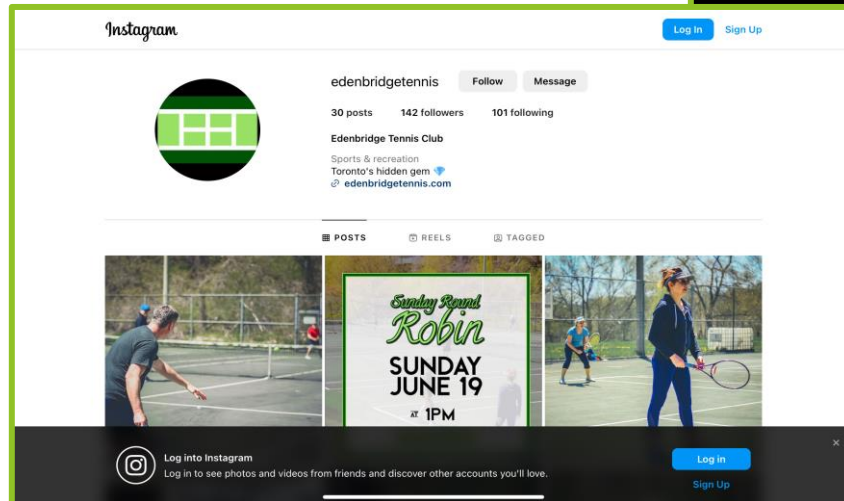
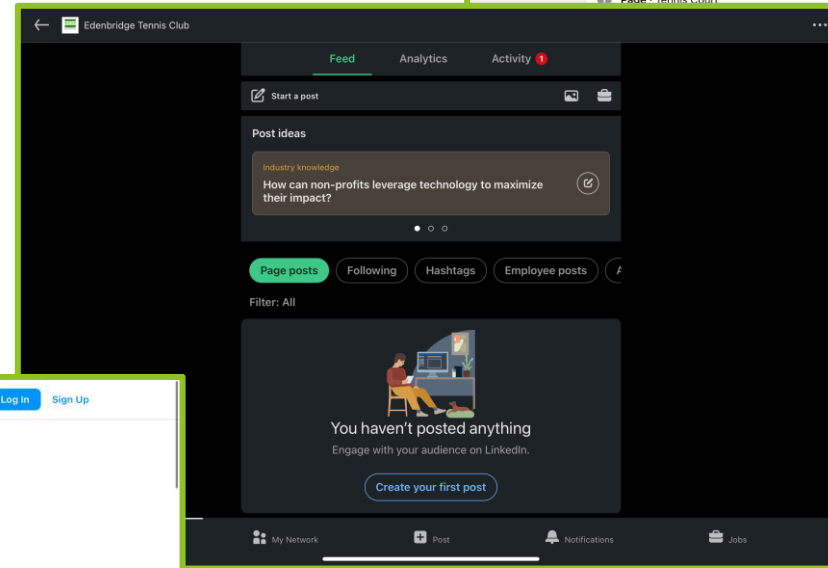
- ▶ Provides Voicemail to Email
- ▶ Basic Call Tree / Preemptive Messaging
- ▶ Great alternative to a dedicated phone
- ▶ \$15.92 USD
- ▶ Basic Reporting
- ▶ Works Well with Group Email
- ▶ Other options significantly more expensive



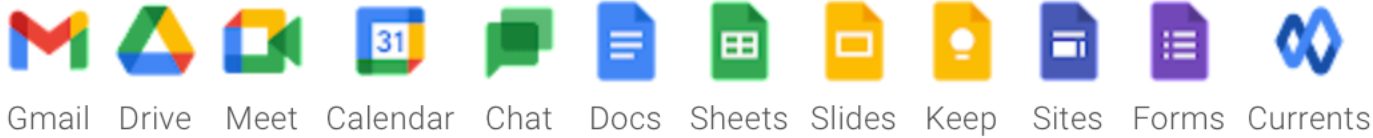
Communications

Social Media

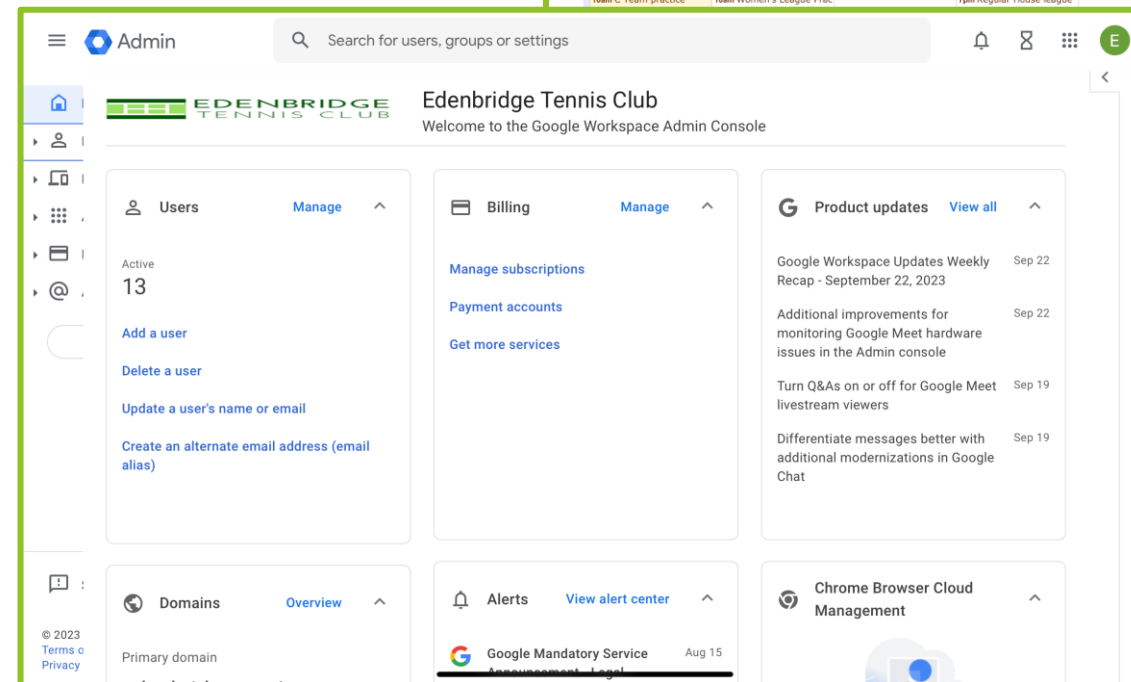
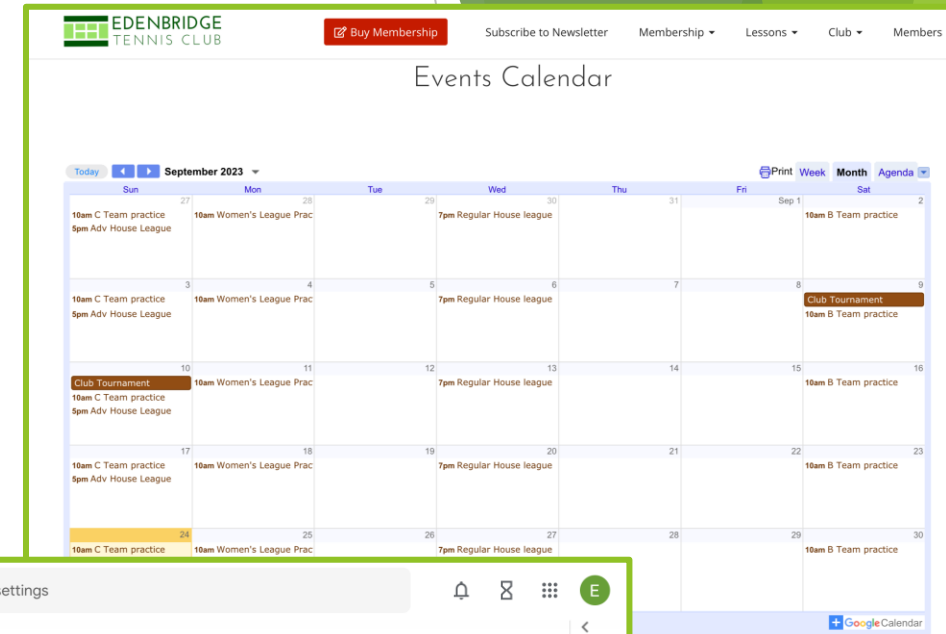
- ▶ Important to “lock in” your name
- ▶ Engage in a similar tone and fashion
- ▶ Hit on multiple platforms at once
- ▶ Helps to have someone dedicated



Google Suite for Not-For-Profits



- ▶ Game changing capabilities
- ▶ Free for Not-For-Profits (Application required through Tech Soup Canada)
- ▶ Administer Email / Group Mailboxes
- ▶ Keep private data contained within club's control



Google Suite for Not-For-Profits

NONPROFIT-ONLY OFFER

Google Workspace for Nonprofits

\$0 USD

/ user / month

- ✓ Professional email addresses at your nonprofit's domain
- ✓ 100 participant video meetings
- ✓ 30 GB cloud storage per user
- ✓ Security and management controls
- ✓ Standard support

Business Standard

\$3.00 USD

per user / month, 1 year commitment ⓘ
79%+ off standard pricing

- ✓ Professional email addresses at your nonprofit's domain
- ✓ 150 participant video meetings + **recording**
- ✓ 2 TB cloud storage per user
- ✓ Security and management controls
- ✓ Standard support (paid upgrade to Enhanced Support)

Business Plus

\$5.04 USD

per user / month, 1 year commitment ⓘ
76%+ off standard pricing

- ✓ Professional email addresses at your nonprofit's domain + **eDiscovery, retention**
- ✓ 250 participant video meetings + recording, **attendance tracking**
- ✓ 5 TB cloud storage per user
- ✓ Enhanced security and management controls, + **Vault, advanced endpoint management**
- ✓ Standard support (paid upgrade to Enhanced Support)

Enterprise

70%+ off

standard pricing for Enterprise editions

- ✓ Professional email addresses at your nonprofit's domain + eDiscovery, retention, **S/MIME encryption**
- ✓ 250 participant video meetings + recording, attendance tracking, **noise cancellation, in-domain live streaming**
- ✓ As much storage as you need
- ✓ Advanced security, management, and compliance controls, including Vault, DLP, **data regions, and enterprise endpoint management**
- ✓ Enhanced Support (paid upgrade to Premium Support)



Google Ads

- ▶ Can be expensive unless targeted
 - ▶ Minimally Discounted for NFPs
- ▶ Difficult to manage
- ▶ Hard to associate to membership numbers and purchases
 - ▶ Site Configuration Required
- ▶ Requires Domain Knowledge

The screenshot shows the Google Ads interface for a campaign named "Tennis-membership-drive". The account status is "Your account isn't active - Your ads aren't running because your account has been canceled." The campaign is paused, with a budget of CA\$20.00/day. The campaign objective is Sales, and the bid strategy is CPC (enhanced). The campaign is targeting Etobicoke, York, and English. The ad group is "Membership" with a max CPC of CA\$0.01 (enhanced). The ad text is "Want to join a tennis club? | Edenbridge ... Affordable Etobicoke tennis club is ope...".

Ad	Ad group	Keywords	Assets
Ad - www.edenbridgetennis.com Want to join a tennis club? Edenbridge ... Affordable Etobicoke tennis club is ope...	Membership	None	Location, Dynamic sitelink, Sitelink, Callout



- ▶ Great For Towards Not-For-Profit Organizations
- ▶ Free Digital Account
- ▶ No Transaction Costs
- ▶ Two-Person Approval for Withdrawals
- ▶ Great In-Branch Service
- ▶ Lacks aspects of large banks



DUgood charity account

We believe in people helping people. To support your registered not-for-profit organization, club, group or association that is such a vital part of our community, we offer a true no-fee account.

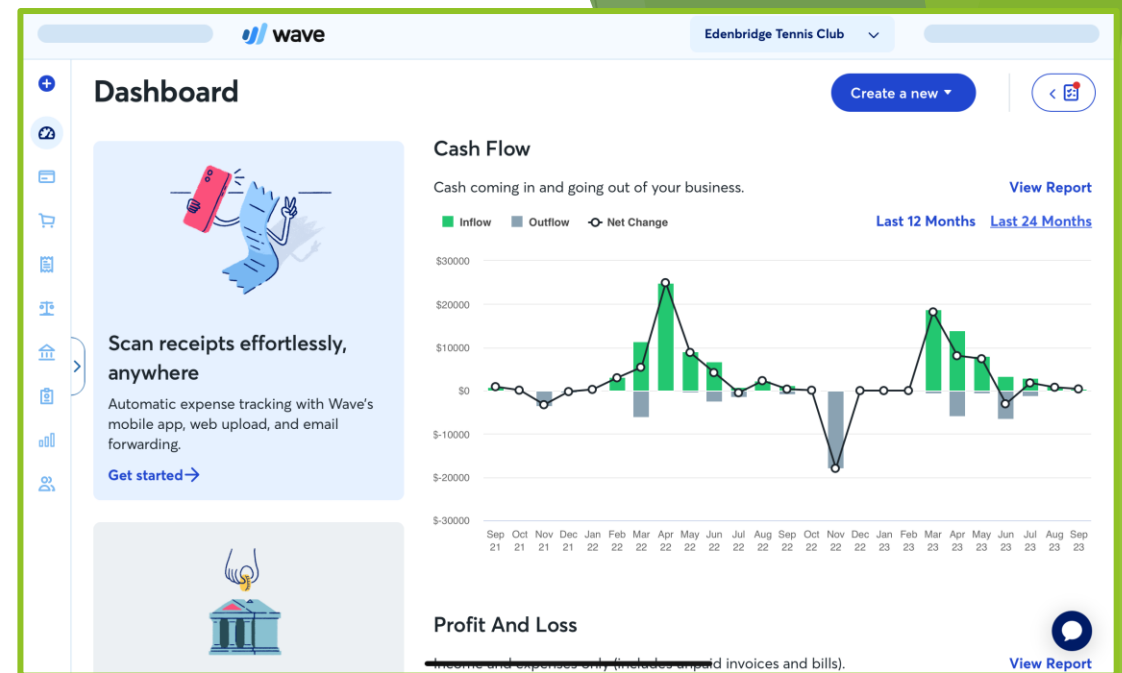
- No monthly fee
- Unlimited ATM deposits and withdrawals
- Unlimited in-branch service transactions
- Unlimited online bill payments
- Unlimited Interac[®] e-Transfers
- Free Annual Business Health Check
- Free eStatements⁵
- \$0.50 Interac[®] direct payments (Point of Sale)
- \$1.50 Interac[®] debit withdrawal
- Add Overdraft Protection: \$2.50 per month (up to \$5,000⁵) plus applicable interest

[OPEN ACCOUNT](#)

Finance



- ▶ Free Web-Based Bookkeeping Software
- ▶ Integrates with Bank via *Plaid*
- ▶ Captures Receipts
- ▶ Automatically Calculates HST
- ▶ Great Granular Security
- ▶ Can Process Payments
- ▶ Invoicing Capable
- ▶ Great Reporting / Financial Statements
- ▶ Easy to Close Books / Prepare Taxes
- ▶ Some Minor Bugs
- ▶ Moving Towards more Paid Features
- ▶ Robust Enough for Basic Bookkeeping but Better More Expensive Options Exist



Profit and Loss	
Edenbridge Tennis Club	
Date Range: Nov 01, 2022 to Sep 05, 2023	
ACOUNTS	
Income	
Interest Income	
Membership Revenue	
Total Income	
Total Cost of Goods Sold	
Gross Profit	
As a percentage of Total Income	
Operating Expenses	
Banking Fees	

Balance Sheet	
Edenbridge Tennis Club	
As of Sep 05, 2023	
ACOUNTS	
Assets	
Cash and Bank	
MERIDIAN Chequing	\$15,385.14
MERIDIAN Membership Share	\$1.00
MERIDIAN Savings	\$87,533.80
Total Cash and Bank	\$102,919.94
Other Current Assets	
Total Other Current Assets	\$0.00
Long-term Assets	
Court Assets (Nets, Posts, Pillars, Mesh)	\$800.00
Defibrillator	\$2,255.31



- ▶ On-Site Transactions
- ▶ Used to Sell Memberships in Person
- ▶ Free Hardware that Plugs in to Phone
- ▶ Sell Point of Sale Equipment as well
- ▶ Expensive but offer discounts for NFPs
- ▶ Great reporting and Insights
- ▶ Great Support and Documentation

Plans for every stage

Free

Sell in person, online, over the phone or out in the field. No setup fees or monthly fees – only pay when you take a payment.

\$0/mo.

+ transaction rates

[Get started](#)

Plus

Get advanced features designed specifically for restaurants, retailers or appointment-based businesses. Upgrade when you want to, cancel anytime.

\$35+/mo.

+ transaction rates

[See packages below ↓](#)

Premium

Build a bespoke plan that meets the complexity of your operations. Custom processing rates may be available pending eligibility.

Custom

+ transaction rates

[Contact sales](#)


Included with every Square account:

- ✓ Transfers as soon as the next business day
- ✓ End-to-end encrypted payments
- ✓ Active fraud prevention
- ✓ Fast online signup
- ✓ Live phone support
- ✓ Dispute management
- ✓ Real-time insights
- ✓ Free Square Point of Sale app

FlipGive


- ▶ Get percentage back on purchases made by club members
- ▶ Use when purchasing for the club
- ▶ Make campaigns and awards
- ▶ Used extensively during our first season
- ▶ Can add up to significant amounts paid back to the club

A solution for everyone




Coaches & Team Managers
Save time managing finances and earn cash back on team spend.

Continue




Parents & Athletes
Earn cash back on everyday shopping to offset the cost of play.

Continue



Supporters & Fans
Find and support your team by shopping with your favorite brands!

Continue



Club & Leagues
Get insights and control of team finances across your organization.

Continue

FlipGive Solutions Apps Teams Stories Company Log in Sign up

How much can my team earn?

Groceries - \$500/month +	Gas - \$200/month +	Dining & Coffee - \$400/month +
Apparel - \$500/month +	Travel - \$500/month +	Gear - \$500/month +

Number of Players - 10 +

\$1820 earned and saved in one season



- ▶ Credit-Card Transaction Processor
- ▶ Great Integration
- ▶ Take on most security for credit-card information
- ▶ Expensive but offer discounts for NFPs
- ▶ Great reporting
- ▶ Better options out there for clubs with larger dollar volumes
- ▶ Great Support and Documentation
- ▶ Top-Tier Technology Stack and API Integration
- ▶ Out of Box Integrations with Website Creation Platforms / Wordpress

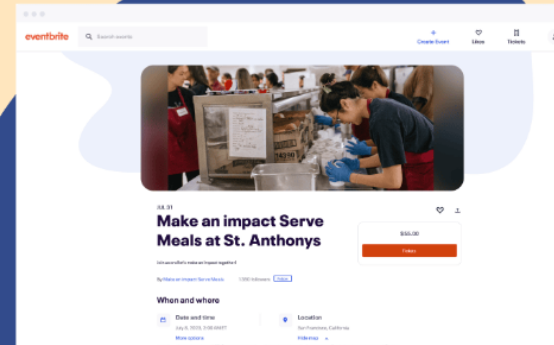
The image shows three panels from a Stripe presentation, each with a distinct icon and title. The first panel, 'Event Donations', features a hand holding a dollar sign icon and describes deploying unlimited card readers for events, with a green 'Order Card Reader' button. The second panel, 'Lower Rates', features a dollar sign with a circular arrow icon and highlights a reduced rate of 2.7% + 5c for verified 501(c)(3) organizations, with a 'Stripe fee discount program' button. The third panel, 'App Fee Flexibility', features a trophy icon and explains that rates can be reduced from the standard 1.2% based on donation volume.

Feature	Description
Event Donations	Deploy unlimited card readers to collect unlimited donations with credit cards during your events.
Lower Rates	Stripe offers reduced rates for non-profits, down to 2.7% + 5c per transaction for verified 501(c)(3) organization.
App Fee Flexibility	Reduce rates for using the Payment app from the standard 1.2% on every transaction, depending on donation volume.

eventbrite

- ▶ Used to manage tickets
- ▶ Small percentage is selling at cost
- ▶ Easy to administer
- ▶ All interaction done through email
- ▶ No Cost for Free Events
 - ▶ Can have multiple event types
- ▶ Great for Managing Costs & Upfront Spend
- ▶ Allow for event pages that can be reused

Create nonprofit events with confidence



Event creation and ticketing tools

Eventbrite provides everything you need to easily post your event listing, set up online registration, and start selling tickets for your virtual and in-person nonprofit events.



Customizable event pages

Provide a seamless checkout experience for your attendees with nonprofit event pages that engage, inform, and incentivize your audience to purchase event tickets online.



Multiple ticket types

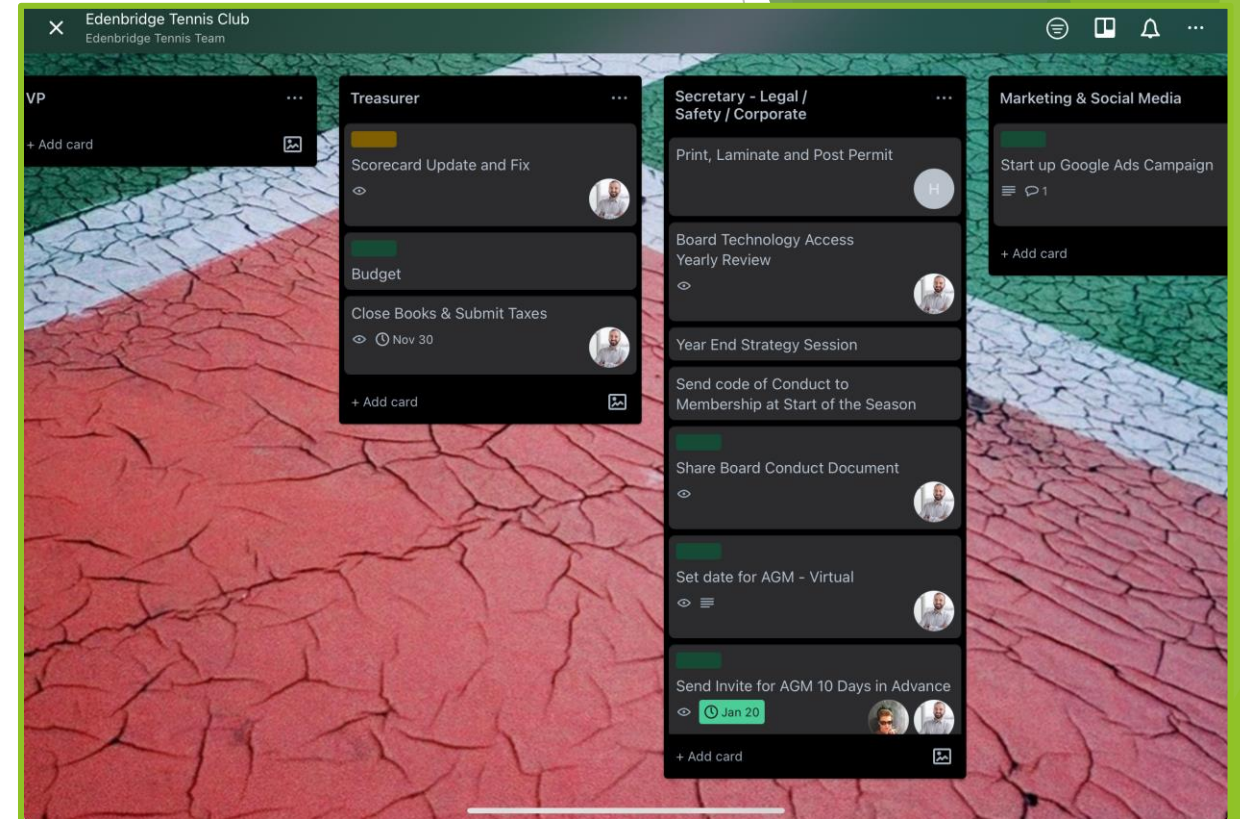
With Eventbrite Professional or Premium packages, you have the flexibility to create multiple ticket types (paid, free, donation) and offer different discounts like early bird or group promotions.

Create an event

Planning

Trello

- ▶ Tab based planning tool
 - ▶ We use to track annual To-Do list
- ▶ Killer functionality that's simple to use
- ▶ Free Forever
- ▶ Great Integrations
- ▶ Amazing phone App
- ▶ Great place to store club's IP
- ▶ Wonderful collaboration capabilities



Website Management



- ▶ Edenbridge uses Laravel to build and manage our Site
- ▶ It is a framework used by many large companies
- ▶ Powerful and Flexible but Requires Expertise
- ▶ Hosting Kept Separate



WORDPRESS

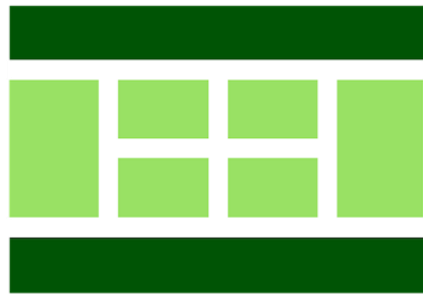
- ▶ Strong recommendation for Wordpress for most clubs
- ▶ Dominant Platform on the Internet
- ▶ Free License Forever (GPL)
- ▶ Must be kept up-to-date (security)
- ▶ 1000s of Templates (specific use)
- ▶ Very easy to administer and maintain
- ▶ Most hosting companies integrate administration



- ▶ For-Profit Competitor to Wordpress
- ▶ Use if support is required
- ▶ Free License Forever
- ▶ WYSIWYG Maintenance
- ▶ Must be kept up-to-date
- ▶ Easy "All-In-One"

A Word On Taxes...

- ▶ HST Should Be Collected and Remitted as Per Schedule provided by CRA
 - ▶ Strongly recommend Opting into Quick Method for HST
- ▶ Not-For-Profits are not permitted to run a “Profit” as such are eligible to use T-2 Short
 - ▶ An easy to complete but manual Tax Return
 - ▶ Can easily be repurposed from Year-to-Year



EDENBRIDGE TENNIS CLUB

Thank you for your time today.

For more information visit: www.edenbridgetennis.com



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