



SONZ CRM Implementation - Club Update #1

Overview – High Level Summary

SONZ is implementing a Customer Relationship Management (CRM) system called **Sporty**. The primary components of Sporty's functionality that SONZ and Clubs will utilise are the CRM member management system, and Online Registrations.

The CRM will replace GMS as the database for all Special Olympics athlete and volunteer profiles. It will provide Clubs with the capability to;

- view their respective membership databases (i.e. all their athlete/volunteer profiles, contact details, medical/vetting expiry dates etc)
- filter by various data fields understand different cohorts of their membership
- edit many details within profiles (e.g. an updated address/phone number)
- efficiently communicate to specific cohorts of their membership (i.e. basketball athletes, volunteers whose vetting expiry dates are approaching)
- clearly understand and report on (to the likes of funders, for example) the demographics of their membership (e.g. age, gender, ethnicity)

Note: GMS will continue to be used for its primary purpose as a Games Management System – to produce programmes for SO events, and store records of participation/results in SO events.

Online Registrations will replace the existing SONZ registration forms and are specific to each Club – that is, completion of a given registration form will populate directly through to that Club's database.

This is an exciting step for SONZ and Clubs - the implementation of Sporty will provide efficiencies and enhanced capability across several of SONZ's existing administrative processes. It will also mean changes to a number of existing processes.

Key points and changes of note:

- The implementation of Sporty will see the introduction of an annual re-registration process for athletes and volunteers. This will support SONZ and Clubs to retain accurate athlete/volunteer details, accurate records of active participants year-on-year and develop a stronger understanding of participation metrics and trends.
- The re-registration process is designed to be efficient for users – all athlete/volunteer details from the previous year are pre-populated in these forms, just requiring checking and amending if required.
- The introduction of an annual re-registration process means that the medical renewal and police vetting processes are distinct from registration – continuing on a 4-yearly and 3-yearly basis respectively.
- As part of the online registration review, we have updated the SONZ medical form, which will come into effect with the implementation of Sporty.
- Each Club will have two logins to their CRM.

Please note that this document is an update of information relating to the implementation of the CRM System. More information will be shared with you all that will cover Timelines, Training & Support and further information.



Key Dates

The implementation of Sporty and the various elements of its functionality will occur in a phased approach.

When	What
7 October	SONZ is working to a “go live” date of October 7. This means from this date, Sporty will replace GMS as the “source of truth” database for all SO athletes and volunteers.
7 October	Sporty Online Registrations will replace the existing SONZ registration forms. More detailed communication regarding this will be provided in a few weeks.
Mid-October	The online registration working group, will be piloting the CRM functionality and providing feedback prior to rolling out to all SO clubs. This is to ensure a greater understanding of the user experience for clubs, with any modifications occurring before all clubs gain access.
November	Sporty training session for all Clubs
February 2025	Re-registration of all SO athletes and volunteers commences via the pre-populated forms

Sporty – SONZ School & Young Athlete Programmes

SONZ will also be utilising Sporty across the School and Young Athletes Programmes, which will equip us with more comprehensive data of the community engaged through these programmes. This will create valuable avenues through which to tailor promotion of the SO Club pathway and opportunities within.