



COMMUNICATION #1

Send ONE WEEK prior to GO LIVE

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Subject: [INSERT CLUB OR TEAM NAME] is moving to PLAI...

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Dear Members,

We wanted to take this opportunity to share some exciting news that will undoubtedly enhance your experience within the [INSERT CLUB OR TEAM NAME] program this year...

In the ever-evolving world of technology, we understand the importance of harnessing the power of digital solutions that enable us to run an efficient program, whilst ensuring greater focus can remain on your overall experience as a club member.

That is why we are thrilled to announce that on [INSERT GO LIVE DATE], we will be transitioning the running of the club onto a new digital platform, called PLAI SPORT.

PLAI is a state-of-the-art mobile application specifically designed to facilitate and streamline the running of a sports club, allowing for more effective communication, better organisation, and enhanced engagement for administrators, players and parents alike.

This transition will revolutionise our program and significantly benefit all involved parties.

So, what can you expect from PLAI...

Here are some of the key features and benefits that await you:

Simplified Communication...

PLAI will provide a centralised platform for all club-related communications. You will receive important updates, announcements, and schedule changes directly through the app, ensuring you never miss a beat.

Enhanced Scheduling...

With PLAI, you will have access to a comprehensive and up-to-date program calendar. You'll be able to view practice and match schedules, including locations, times, and any last-minute changes, ensuring you're always in the know!

Attendance and Availability...

PLAI will allow you to confirm your availability for training and matches, making it easier for us to plan and organise great sessions. You can update your availability on the app and let us know about any absences in advance!

Smoother Transacting...

You will have access to a brand new digital payment gateway, allowing you to more simply settle payments to the club for membership & participation - This will include a “two-click” system that’ll enable transactions via any Credit or Debit Card safely & securely from within the PLAI app!

Stronger Engagement...

PLAI will foster a sense of community by connecting players, coaches, and new joiners in a shared digital space. You'll be able to connect with other members, share experiences, and support each other, fostering a vibrant and supportive community.

We understand that transitioning to a new digital platform may raise questions or concerns. Please rest assured that we have invested significant time & effort into ensuring that PLAI duly aligns to our needs and that a smooth transition paired with comprehensive support is available to you.

We will be sharing detailed instructions on how to download and set up the PLAI app, along with any necessary tutorials and assistance, to ensure a hassle-free onboarding experience for everyone.

Thank you for your continued support, trust, and participation in our program. We look forward to embarking on this digital adventure with you and watching our players flourish with the aid of PLAI.

Warm Regards,

[INSERT NAME]

[INSERT ROLE]

[INSERT CLUB OR TEAM NAME]