



ClubsOnline – Using Tools to Enhance Business Practices

Workshop Manual



Department of
Sport and Recreation

This workshop is designed to assist in the use of free applications to enhance business practices.

DISCLAIMER:

The software applications covered in these training sessions are for illustrative purposes and are not necessarily endorsed or prescribed products. There are many open source or proprietary applications that perform equivalent functions and participants are encouraged to further explore the range of products available.

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AUTHORS NOTE:

Ask questions

Make mistakes

Have fun ☺

Learn best by just doing it!

Sandi Morley

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ClubsOnline – Using Tools to Enhance Business Practices

WORKSHOP MANUAL

Developments in technology have opened up entirely new ways to market and sell your clubs products and services. Best practice now involves harnessing the power of the Internet, email and mobile telephony to increase the effectiveness of getting your clubs products and services to the customer.

Even the smallest club can benefit from having a website. Many organisations also use electronic newsletters (often known as e-zines), regular emails and SMS (text) messaging to communicate with their members and fans. The benefits of this kind of marketing include:

- worldwide reach - a website can be seen by visitors from all over the world
- lower costs - a website can cost much less to set up and run than a traditional store
- a level playing field - small clubs can compete alongside the websites of much larger clubs
- better targeting - emails are less likely to be opened by someone else, and opt-in mailing lists ensure that your message is read by someone who wants to receive it
- new markets - a website makes it easier to target new members and fans who were previously out of reach

As with all best practice, it is important to get the implementation right. Your website needs to be thought out carefully, and updated regularly.


You need to be aware of the legislation that applies to electronic business communications, including selling from websites.

Fostering a culture of innovation and creativity in your club can help you stay one step ahead of your competitors by ensuring that your products and services remain up to date and in line with what your members and fans need. You will be able to react more quickly to changing markets, customer expectations and needs, and you are likely to see changes coming before others do.

Best practice in innovation involves constantly looking at your existing products, processes and procedures to see what improvements can be made to keep them at the cutting edge.

In addition to improving business efficiency, the wider use of technologies such as the Internet, mobile telephony and wireless networking increases the use of security breaches. It is important, therefore, to adopt best practice for IT security. Ensure that you have appropriate safeguards for information access passwords, firewalls, and security software - and that all of your employees are fully trained in their use.

UTILIZING FREE GOOGLE APPS FOR YOUR CLUB!

by Brandon Duncan on 09.28.11 at 11:04 AM 

https://www.bluesombrero.com/Blog/articleType/ArticleView/articleId/507/Utilizing_Google_Apps_for_your_Club.aspx

Running a sports club involves a lot of the same challenges as running a business. From attracting new participants to using different tools to measure success, it's important to stay on top of all things happening at your club. Here are a few great tools from Google that you can integrate into your SombreroREG™ and SombreroWEB™ sites!



Those of you currently enjoying our Photo Gallery module are already familiar with Picasa, but for those who aren't, Picasa is a free photo editing software from Google that makes it easy to share and edit your club's pictures on the fly. Picasa also directly links to your photo gallery making updating your websites pictures quick and easy. For more information on Picasa, follow this link:

<http://support.google.com/picasa/answer/1753765?hl=en>



beta A new App from Google that is still in the testing phase is called Google Alerts. Google Alerts allows you to receive email updates of the latest relevant Google results about your club. You simply enter the topic or keywords you wish to monitor and Google will send you an email daily so you'll never miss when the local paper runs an article on one of your players or when a national sports blog talks about your club contending for a title. For more information on Google alerts follow this link:

<http://support.google.com/alerts/answer/175925?hl=en>



Google Analytics is a free service that allows you to see and analyse your traffic data and marketing effectiveness. Google Analytics will put into easy to read graphs your visitor count for that week, how long they stayed on the site, and many other neat features. For more information on Google Analytics follow this link:

<http://support.google.com/analytics/bin/answer.py?hl=en&answer=1008015&topic=1727146&ctx=topic>

WHAT ARE GOOGLE APPS?

Simple online messaging and collaboration tools for groups.

Google Apps Standard Edition makes it easy for your club, family, sports team or group to communicate and collaborate online - and it's free (standard edition).



Gmail - Get custom email like user@your-domain.com



Google Calendar - Organize your schedule and share events



Google Sites - Create websites, intranet sites and group wiki's



Google Docs - Share online documents, presentations and spreadsheets



Google Groups - Communicate and share more easily with Google Groups



Google Video - Hosted video solution saves time and money

Generic Sports Club Site

The **Generic Sports Club Site** has been developed using **Google Sites** and has other Google Apps embedded within it, such as **Google Docs**, **Google Calendar**, **Google Groups**, **Google Maps**, and **Google Checkout** all of which can be accessed anywhere with a single account.

To view this website, follow this link: <https://sites.google.com/site/genericsportsclub/>

What are gadgets?

Google Gadgets are dynamic web content that can be embedded on a web page.. On the **Generic Sports Club Site** for example the **results and ranking gadget** and the **picasa** web photos gadget have both been used.

If you want to add some of these gadgets to your existing website start here: <http://www.google.com/ig/directory?synd=open>

There is some awesome stuff!!!!

What is AdSense?

AdSense enables you to earn money by placing targeted text and image ads on your site. Google automatically chooses which ads to show based on your sites' content and users and you earn money when visitors view or click on these ads.

To learn more about AdSense follow this link: <https://support.google.com/adsense/bin/answer.py?hl=en&answer=9712>

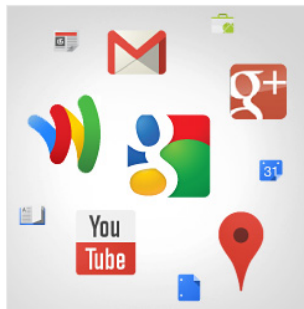
GETTING STARTED

Create a Gmail Account

- 1) Open your internet browser (Firefox is recommended, but Internet Explorer is also supported).
- 2) In the browsers address bar type:

<https://accounts.google.com/SignUp>

Create a new Google Account



Your Google Account is more than just Search.

Talk, chat, share, schedule, store, organize, collaborate, discover, and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.

Name

Choose your username

 @gmail.com

Create a password

Confirm your password

- 3) Complete the form as shown in the picture on the next page, and agree to the **Google Terms of Service and Privacy Policy**.

Name

Peel SRCWA

Choose your username

PeelSRCWA@gmail.com

Create a password

.....

Confirm your password

.....

Birthday

Month Day Year

Gender

Female

Mobile phone

+61

Your current email address

Default homepage

☒ Set Google as my default homepage.

Your default homepage in your browser is the first page that appears when you open your browser.

Prove you're not a robot

☐ Skip this verification (phone verification may be required)

Asstnes acid

Type the two pieces of text:

Asstnes acid

Location

Australia

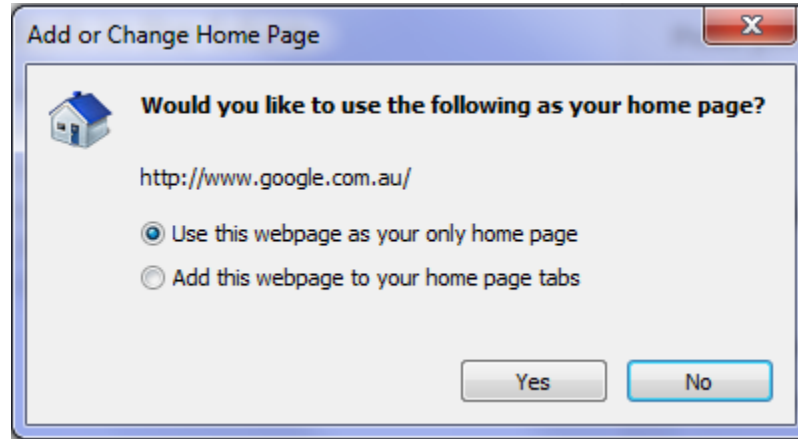
☒ I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

☒ Google may use my account information to personalize +1's on content and ads on non-Google websites. [About personalization.](#)

Next step

4) Mouse-click the **Next Step** button.

5) Make a decision regarding the webpage for your home page.



6) Complete your club profile by uploading your club logo as the profile photo.

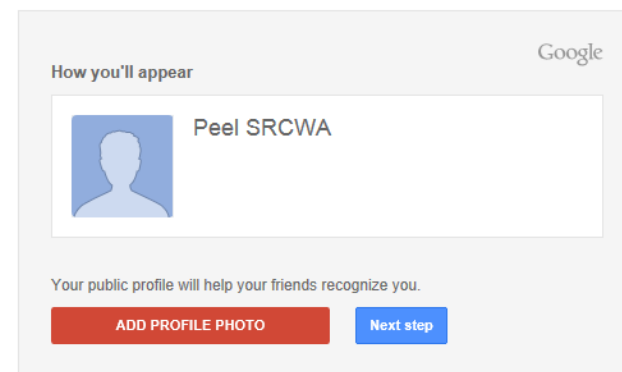
Your profile

Now that you have a Google Account, create your Google profile. It's how you represent yourself publicly on the web, and helps friends and family find each other easily. Your profile also lets you publicly "+1" things you love on the web, so you and your friends benefit from each other's impeccable taste – in search results, on sites across the web, even on ads. Your profile is public, and can include as little as your name, or as much as you feel like adding – it's up to you. [About profiles.](#)

Put a face to your name

Your profile is public, and can include as little as your name, or as much as you feel like adding. Upload a photo to better express yourself. Want some ideas? Check out this video.

Select profile photo



7) In the **Manage Account Information** window add any additional information required for your club.

Manage account information

Edit personal details

First name	<input type="text" value="Peel"/>
Last name	<input type="text" value="SRCWA"/>
Nickname <i>(optional)</i>	<input type="text"/>
Zip code <i>(optional)</i>	<input type="text" value="6210"/>
Country <i>(optional)</i>	<input type="text" value="Australia"/>
Time zone <i>(optional)</i>	<input type="text" value="(GMT+08:00) Western Time - Perth"/>
	<input type="checkbox"/> Display all timezones

Change your associated email addresses

You can use alternate email addresses to sign in to your Google Account, recover your password, and more. Alternate email addresses can only be associated with one Google Account at a time. [Learn more](#)

To add other email addresses that can be used to recover your password, [Click here](#).

peelsrcwa@gmail.com Primary email

Add a new alternate address

Save

Cancel

- 8) The alternate email address is used to verify the account is being updated/edited by an authorized person.

- 9) You will receive a verification Email to ensure the alternate email address is legitimate. Click on the link provided to verify the request.

Dear Google Account holder:

We have received your request to add **Verification email address** to your Google Account. Please click on the link below to verify this request.

<https://accounts.google.com/VA?c=CJeMo4yK0JHSxgEQgbXv-IXDiaNR&hl=en>

If clicking the link above does not work, copy and paste the URL in a new browser window instead.

If you have received this mail in error, you do not need to take any action. If you do not click on the link, the address will not be added to your account.

Sincerely,
The Google Accounts Team

Note: This email address cannot accept replies. To fix an issue or learn more about your account, visit our help center:
<http://www.google.com/support/accounts/>

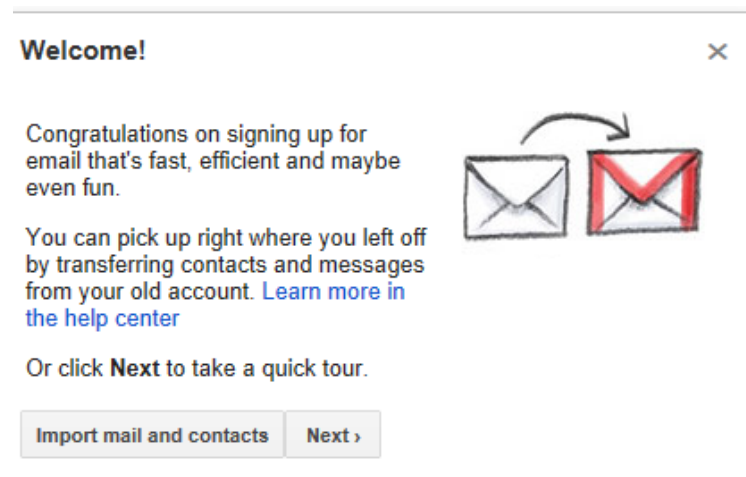
- 10) You will receive a system generated message advising the **Associated Email Address had been Verified**.



Associated Email Address Verified

Thank you for verifying your email address. This email address is now associated with your Google account. Please note that you can disassociate this email address at any time.

- 11) A **Welcome** window will congratulate you on signing up for a Gmail account; you can now continue setting up your account or take a quick tour by mouse-clicking the **Next** button.

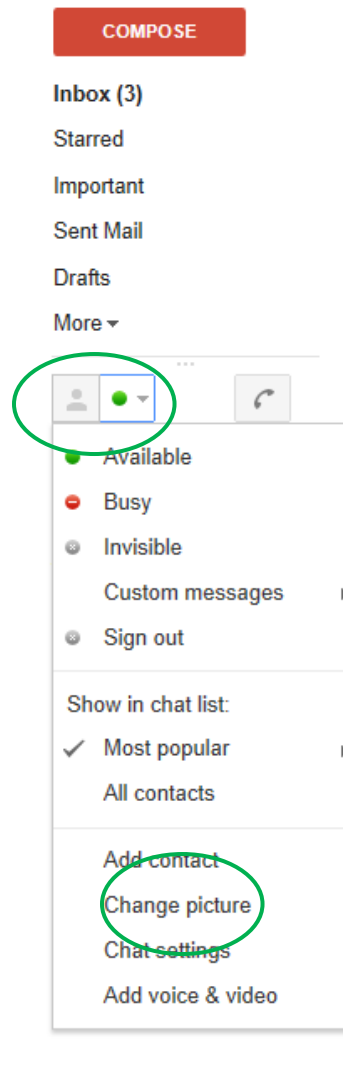


- 12) At this stage in the process you should be able to view your Gmail inbox in which should be 3 emails from the Gmail team on how to:
- Customise Gmail with colours and themes
 - Import your contacts and old email
 - Get Gmail on your mobile phone

<input type="checkbox"/>	Gmail Team	Customize Gmail with colors and themes - To spice up your inbox with colors and themes, check out the Themes tab under Settings. Customize
<input type="checkbox"/>	Gmail Team	Import your contacts and old email - You can import your contacts and mail from Yahoo!, Hotmail, AOL, and many other web mail or POP
<input type="checkbox"/>	Gmail Team	Get Gmail on your mobile phone - Access Gmail on your mobile phone The days of needing your computer to get to your inbox are long

Account Options

- 1) There is a list of editable options under the **Compose** heading; click on the **person** icon to view the available list of options.



- 2) Mouse-click on the **Change Picture** text; the **Upload a picture of yourself** window will be activated.

Choose a picture from:

My Computer

[Picasa Web Albums](#)

[Web Address \(URL\)](#)

Or Select:

[No Picture](#)

Upload a picture of yourself

F:\VolunteerEmployment\PeelSeniors [Browse...](#)

You can upload a JPG, GIF, or PNG file. (Do not upload pictures containing celebrities, nudity, artwork or copyrighted images.)

Note: The photo you specify here will be used across all Google products and services which display your public photo.


[Cancel](#)


- 3) Browse to the location of your club logo and then mouse-click the file to select the logo. After uploading the file the window will automatically change to the **Crop this picture of yourself** window.

Crop this picture of yourself.

You can drag the box to select the crop area, and use the handle to resize it.

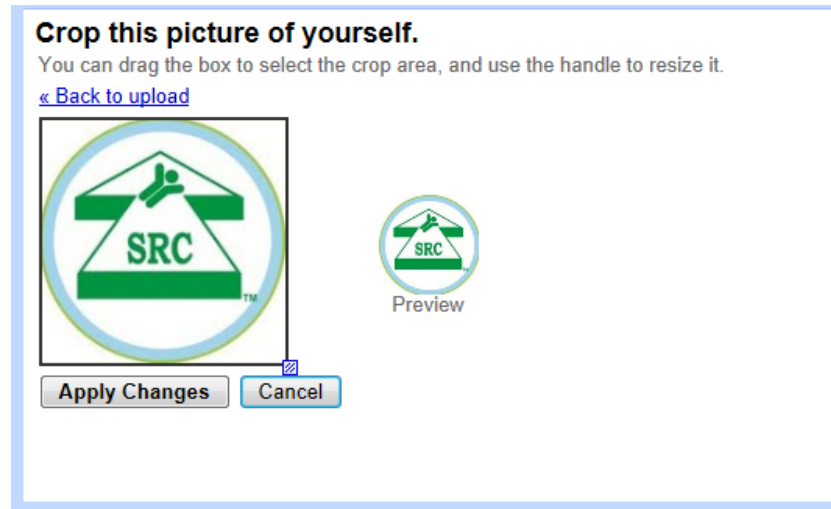
[« Back to upload](#)



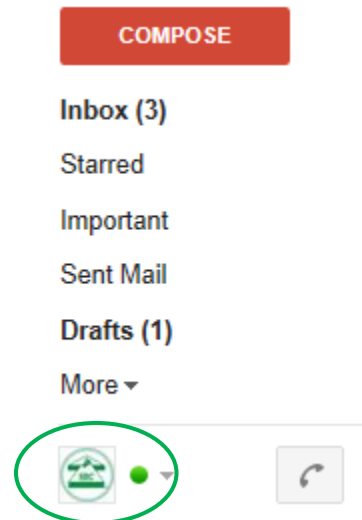
 Preview

[Apply Changes](#) [Cancel](#)

- 4) Use the Handle in the bottom left hand corner to resize and move the frame.

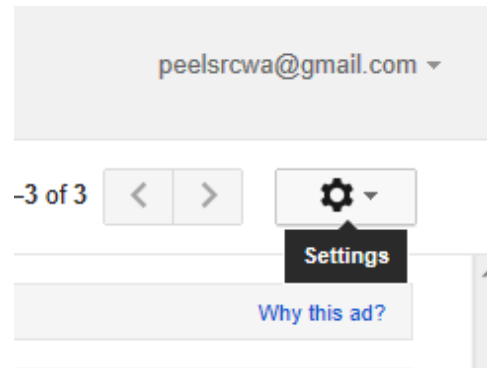


5) When done mouse-click the **Apply Changes** button and your club logo will appear adjacent to the options button.

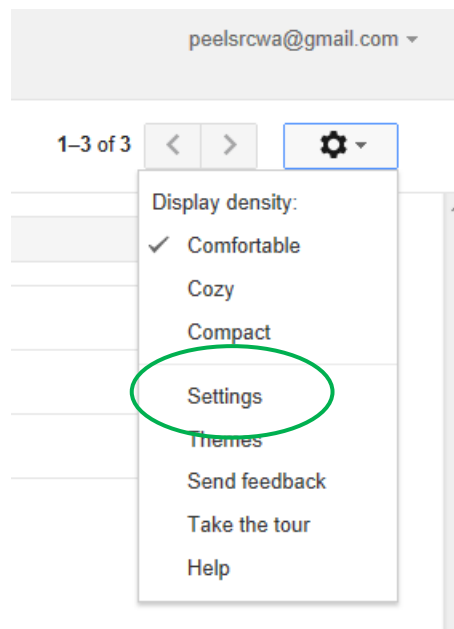


Account Settings

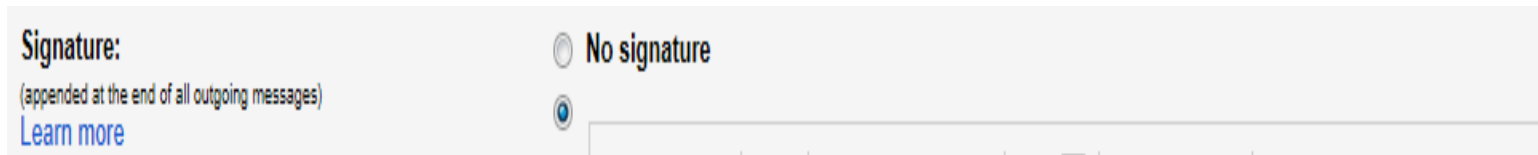
- 1) To edit/update your club account settings mouse-click the down arrow over the **Gear** icon which is located in the top right hand corner of the web page.



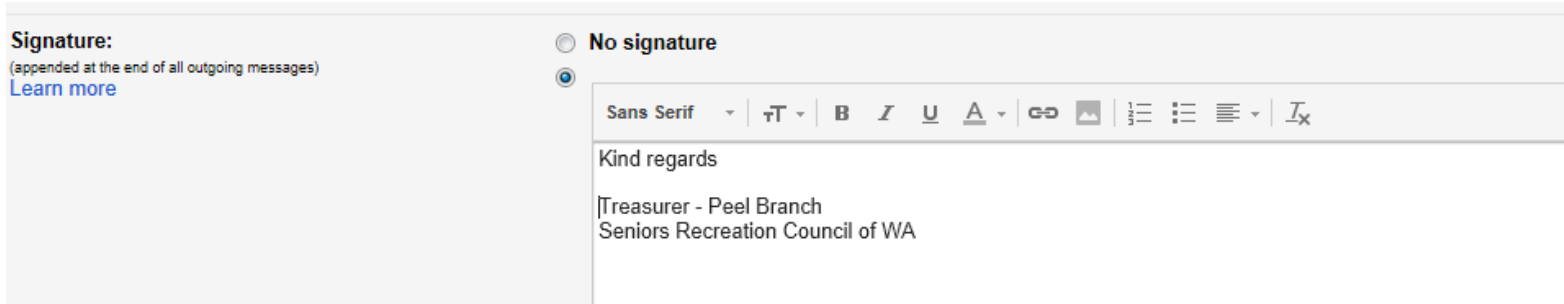
- 2) Mouse-click the **Settings** option.



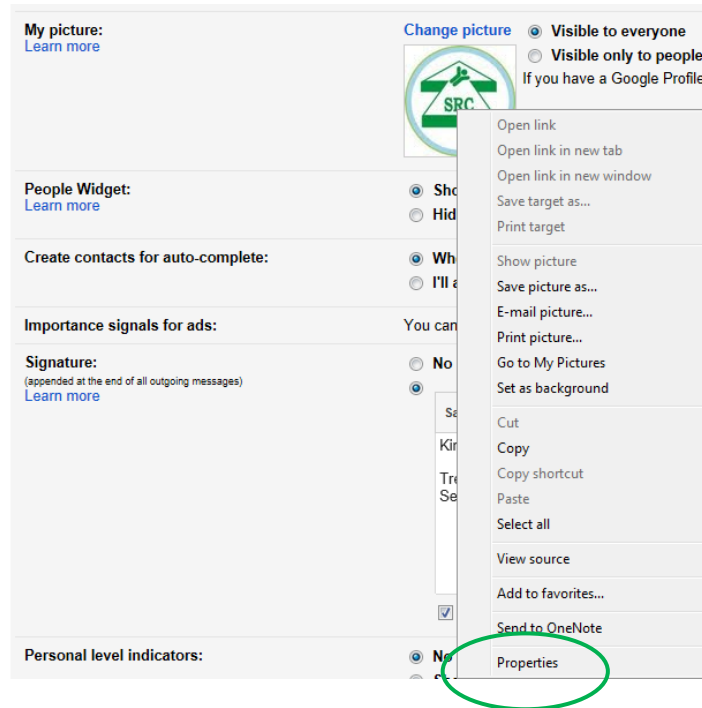
- 3) For this exercise we will create an email signature for your club which includes your club logo.
- 4) Scroll through the **Settings** page to the **Signature** section:



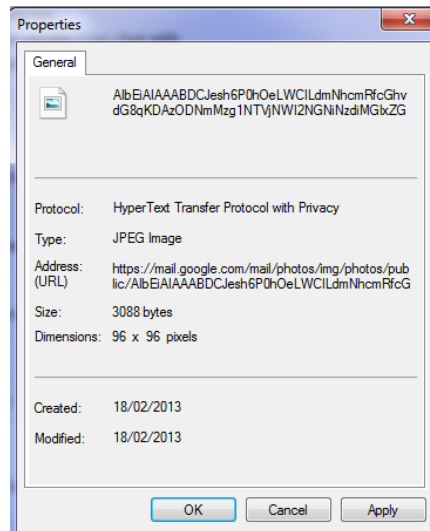
- 5) Enter the details of your club signature, similar to the picture.



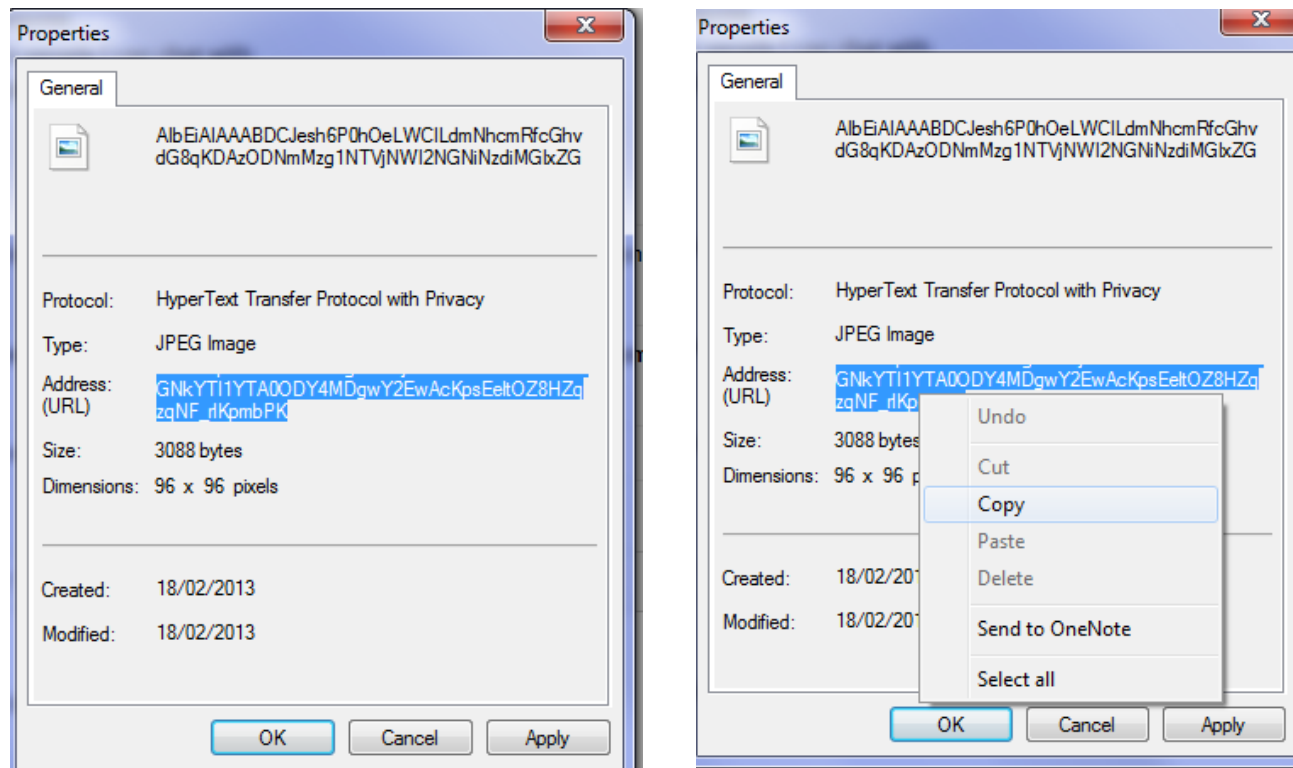
- 6) To add a link to your logo follow these steps:
 - a. Scroll to the **My Picture** settings, right-click on the picture to activate the context menu.
 - b. Then mouse-click on the **Properties** text as shown in the picture.



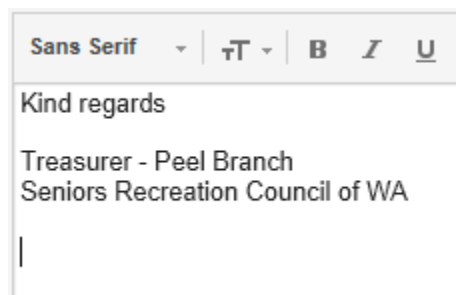
c. The picture image **Properties** window will be activated.



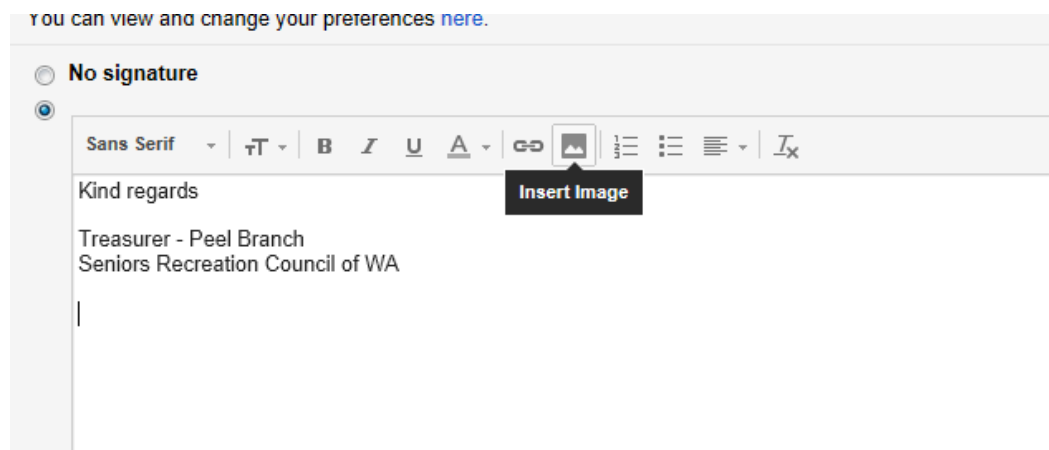
- d. Select the **Address (URL)**, place the mouse pointer over the selected text, click the right-mouse button and then from the context menu select **Copy**.



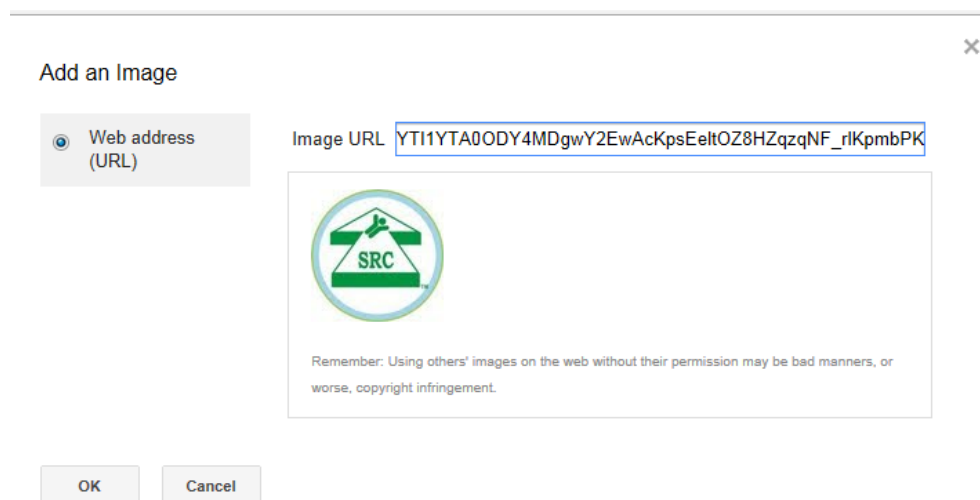
- e. Scroll back to the **Signature** option; place the mouse-cursor at the end of the last line of text and then using the keyboard press the **Enter** key.



- f. Mouse-click the **Insert Image** icon

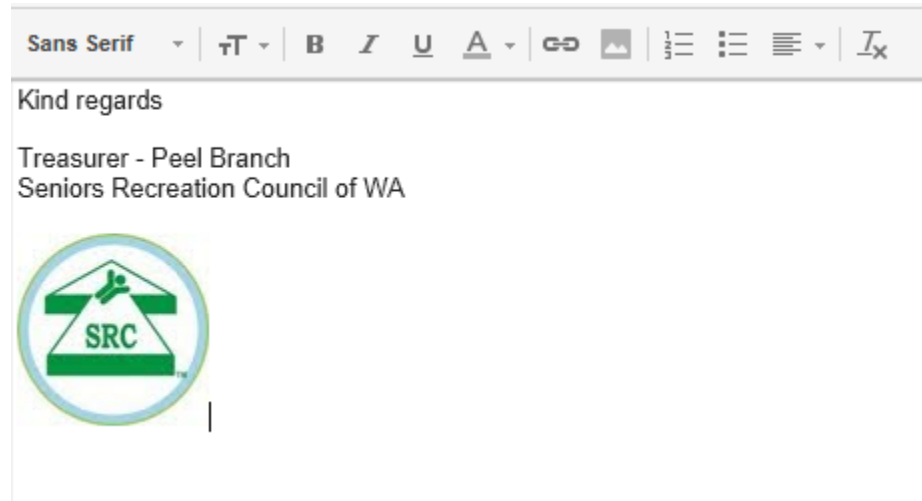


- g. Then **Paste** the URL Address into the Image URL address box. All going well your club icon should appear in the window below the URL.

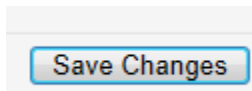


- h. Mouse-click the **OK** button.

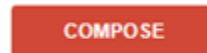
- i. Your club email signature should now appear similar to the picture below.



- 7) Remember to mouse-click the **Save Changes** button located at the bottom of the page to save the changes to your club settings.



- 8) To create a new email mouse-click the **Compose** button.



- 9) The **New Message** window will be activated and should contain the club signature just created.


New Message — ↗ ✕

To | Cc Bcc

Subject

Kind regards

Treasurer - Peel Branch
Seniors Recreation Council of WA



The SRC logo is a circular emblem with a green border. Inside the circle is a green triangle. Within the triangle is a stylized green figure of a person jumping or running. Below the figure, the letters 'SRC' are written in green. The entire logo is set against a white background.

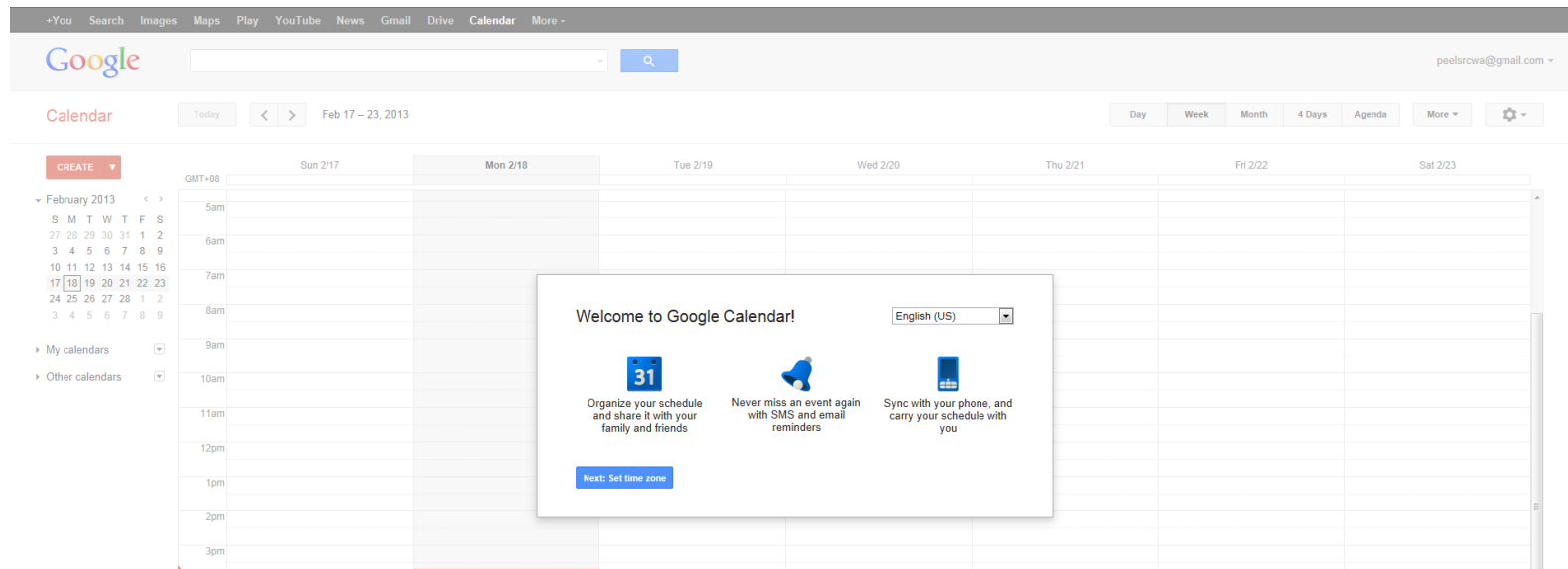
Google Calendar

To view Google Calendar in use in a Sports Club Site visit: <https://sites.google.com/site/genericsportsclub/calendar>

While logged into your **Gmail** account note the menu bar shown below near the top of the web page:




Mouse-click the **Calendar** text to activate the Google Calendar set-up wizard.




We will now work through the wizard to setup your Club Calendar of events.


Welcome to Google Calendar! English (US) ▼



Organize your schedule and share it with your family and friends



Never miss an event again with SMS and email reminders




Sync with your phone, and carry your schedule with you

[Next: Set time zone](#)

- 1) Mouse-click the **Next: Set time zone** button.
- 2) In the **Country** text box select **Australia** and the **Time Zone** text box select **Perth**.

Select your time zone

 Please make sure we've got your time zone right, so we can remind about your events at the right time.

Country: Australia ▼

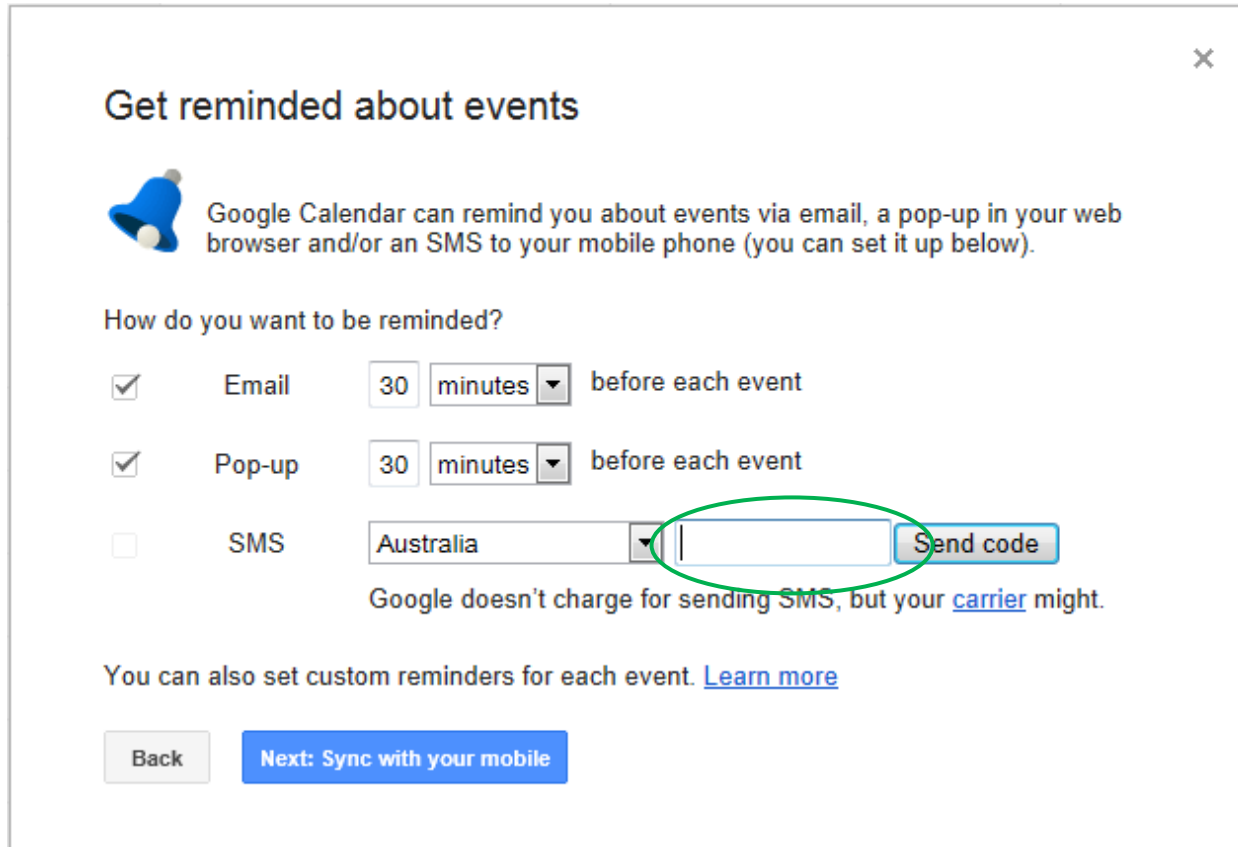
You can always change settings like these later by clicking on the corner and choosing "Settings".

[Back](#) [Next: Get reminded about events](#)


Time zone: (GMT+08:00) Western Time ▼

- (GMT+08:00) Western Time - Perth
- (GMT+09:30) Central Time - Adelaide
- (GMT+09:30) Central Time - Darwin
- (GMT+10:00) Eastern Time - Brisbane
- (GMT+10:00) Eastern Time - Hobart
- (GMT+10:00) Eastern Time - Melbourne, Sydney

3) Mouse-click the **Next: Get reminded about events** button.



Get reminded about events

 Google Calendar can remind you about events via email, a pop-up in your web browser and/or an SMS to your mobile phone (you can set it up below).

How do you want to be reminded?

☒ Email 30 minutes before each event

☒ Pop-up 30 minutes before each event

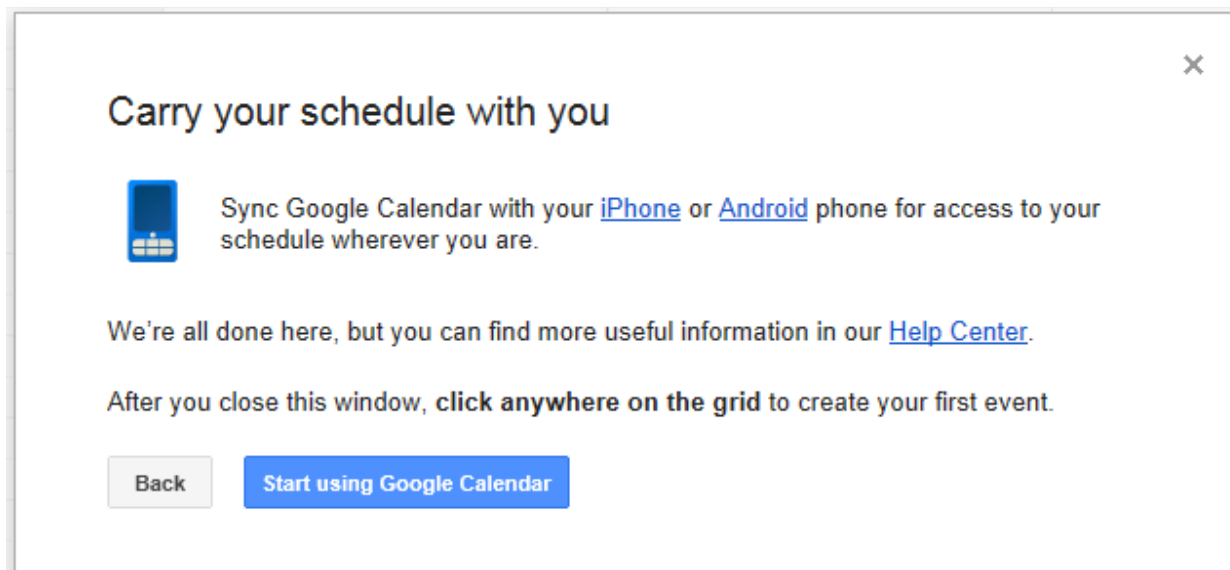
☐ SMS Australia

Google doesn't charge for sending SMS, but your [carrier](#) might.

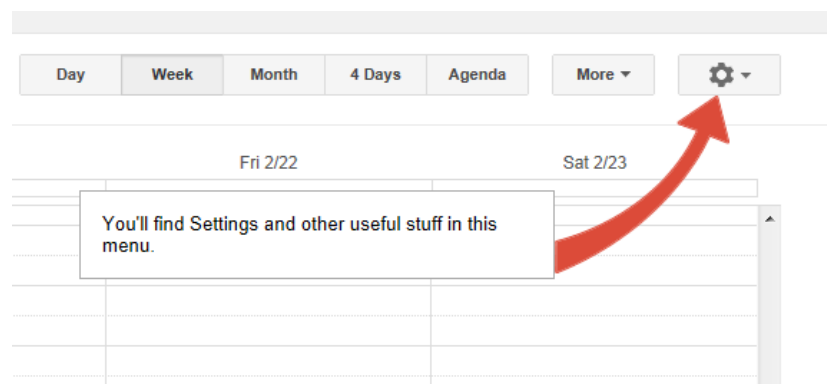
You can also set custom reminders for each event. [Learn more](#)

- 4) You can either accept the default reminder lead time of 30 minutes or change the settings to suit your club requirements.
- 5) If you want to be reminded by SMS you will need to enter a telephone number into the text box to the right of the country text box and then mouse-click the **Send Code** button.
- 6) Mouse-click the **Next: Sync with your mobile** button.

- 7) To sync your Calendar with either your **iPhone** or **Android** phone mouse-click the link you require and follow the steps.

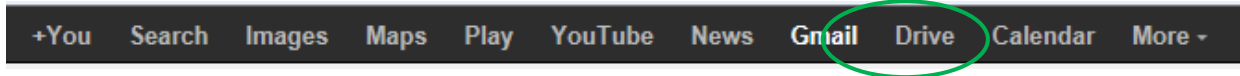


- 8) Mouse-click the **Start using Google Calendar** button.
- 9) The message in the picture below points you to the **Settings and other useful stuff** menu and because you are still within the Google apps environment the way the settings work will be very similar to the Gmail settings.

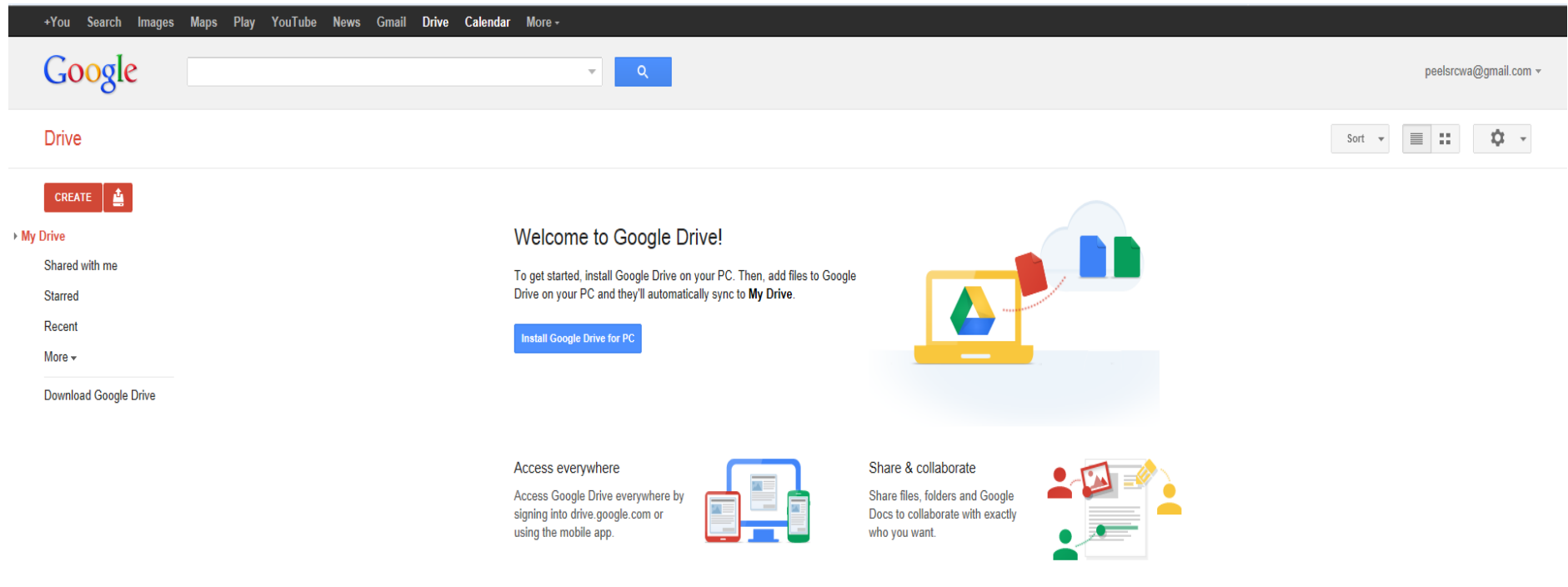


Google Docs

While logged into your **Gmail** account note the menu bar shown below near the top of the web page:

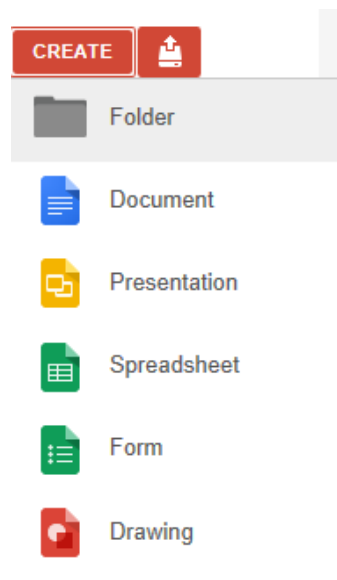


Mouse-click the **Drive** text to display the **Google Drive** web page.

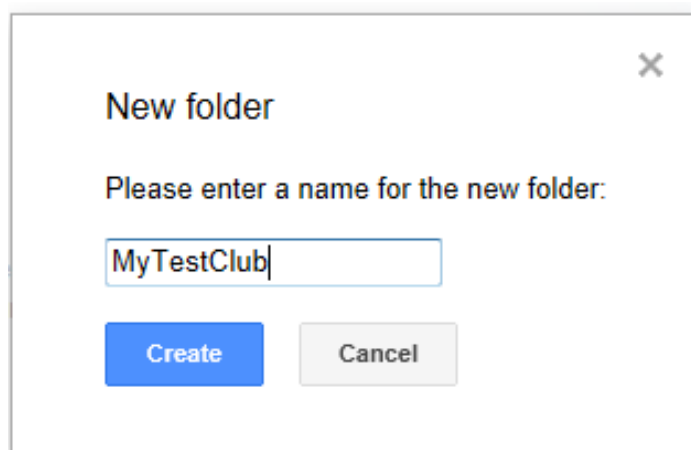


Creating Folders

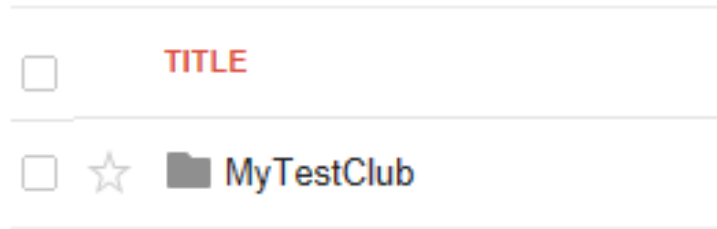
- 1) Mouse-click the Create button to view the list of options.



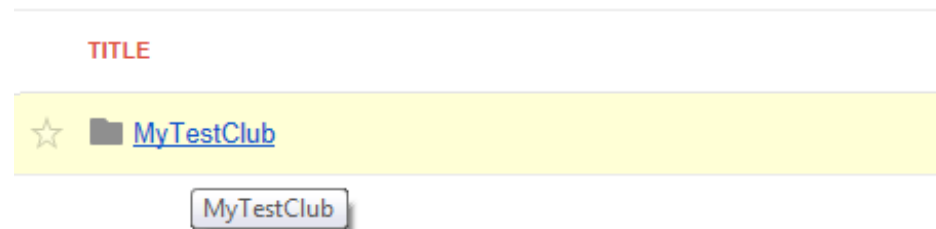
- 2) Select **New Folder**, use the keyboard to enter your **Club Name** and then mouse-click the **Create** button..



3) Your folder structure should appear similar to the picture.



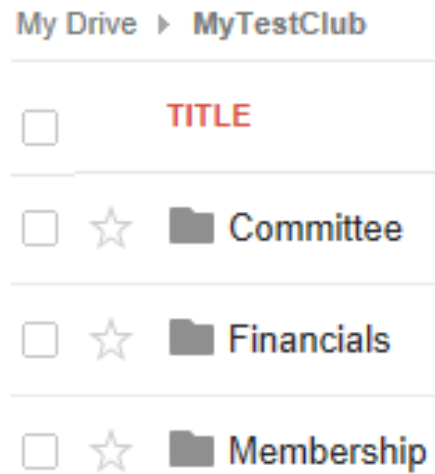
4) To create a folder structure to suit your club; mouse-click the text '**Club Name**' to open the folder.



5) Create the following folders, within the **ClubName** folder:

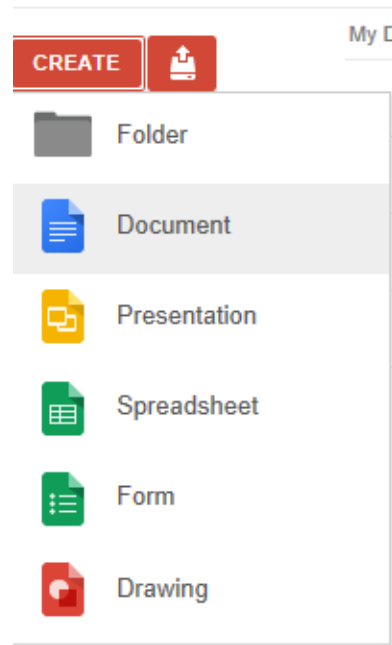
- a. Committee
- b. Financials
- c. Membership

6) Your folder structure should now appear similar to the picture below.

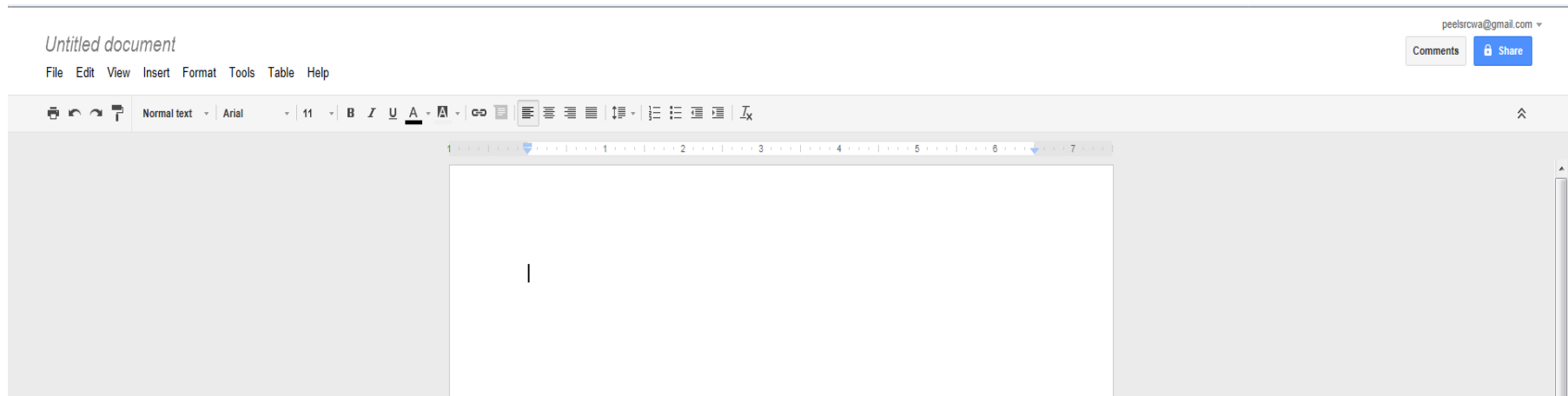


Creating Documents

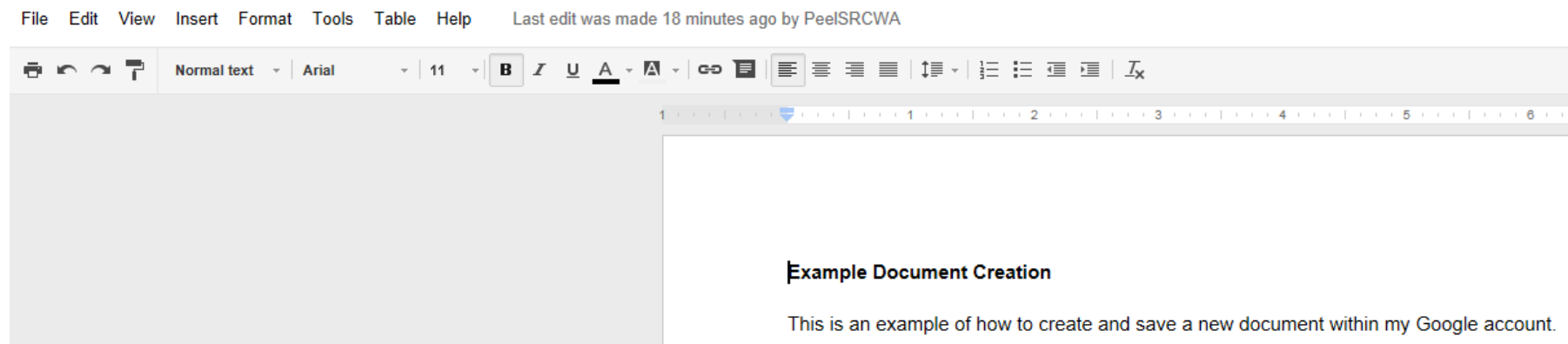
- 1) Mouse-click the **Create** button to view the list of options.



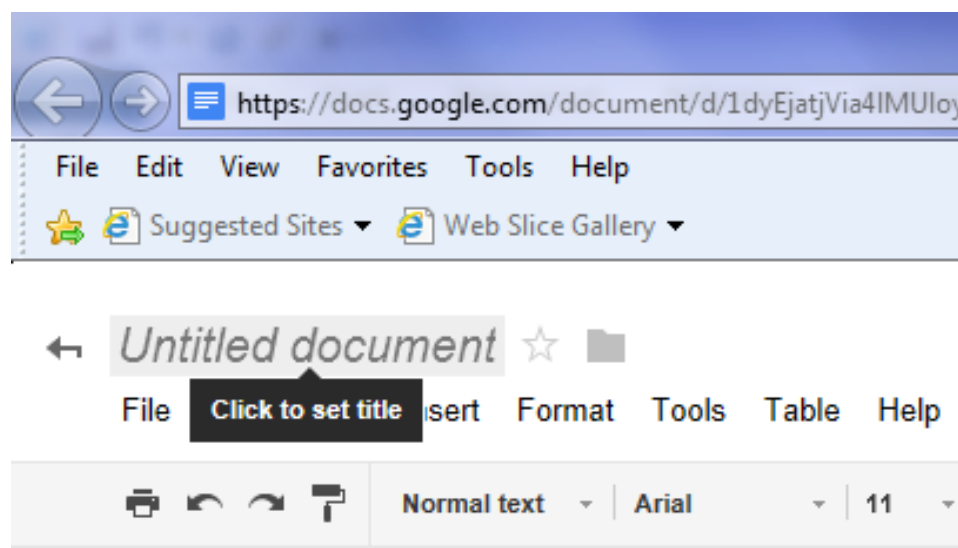
- 2) Select **Document**, to open an untitled new document.



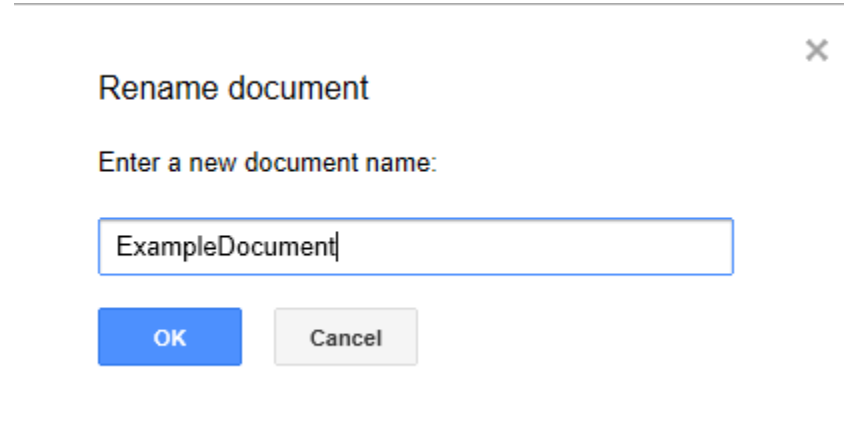
3) Add a heading and some text to your document, as you would your usual word processing software.



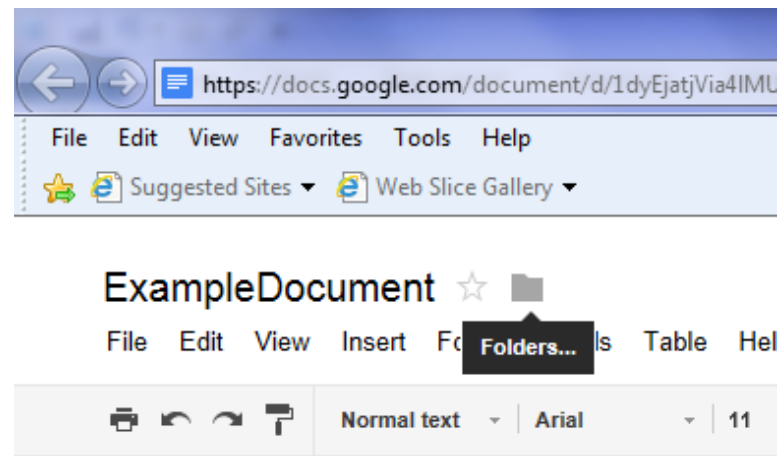
4) Mouse-click the **Untitled Document** text to name the document.



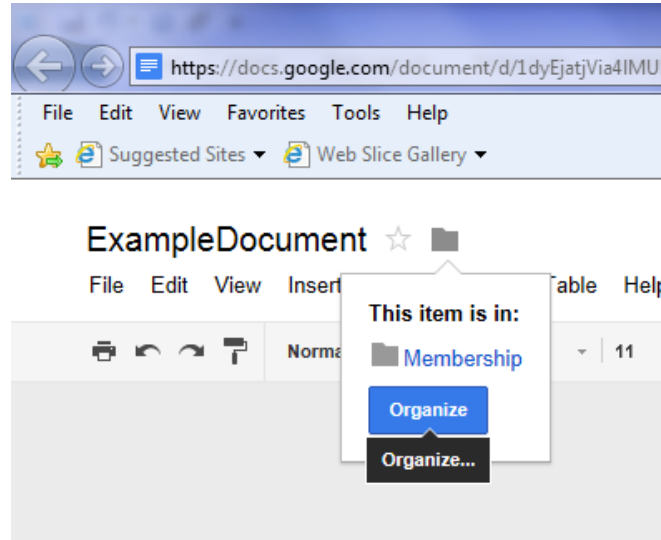
- 5) Rename the document and then mouse-click the **OK** button.



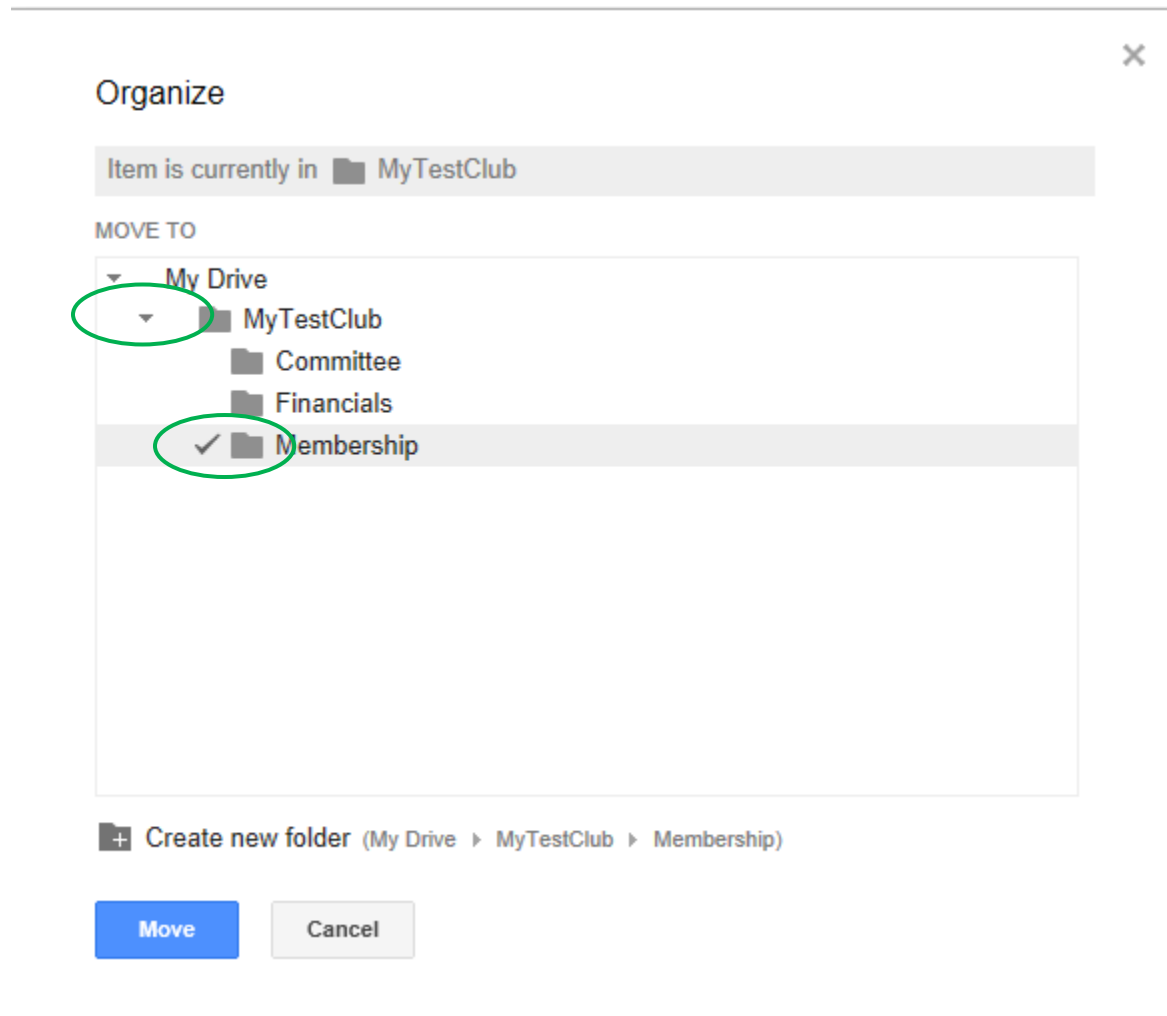
- 6) To save the document into a specific folder follow these steps;
a. Mouse-click the **Folders** icon



- b. And then the **Organize** button

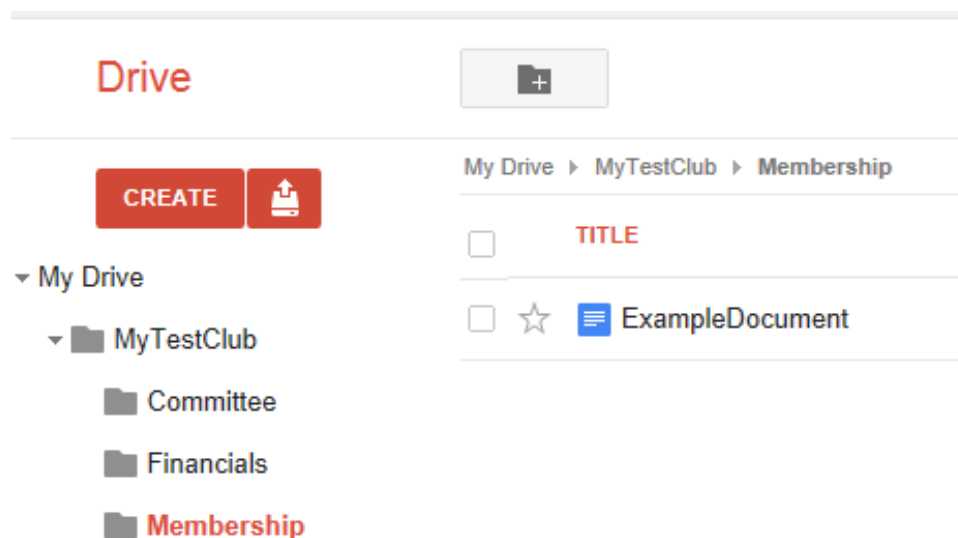


- c. Mouse-click the **ClubName** folder arrow to expand the folder and view the sub folders.
- d. Mouse-click the **Membership** folder; the window should appear similar to the picture below.

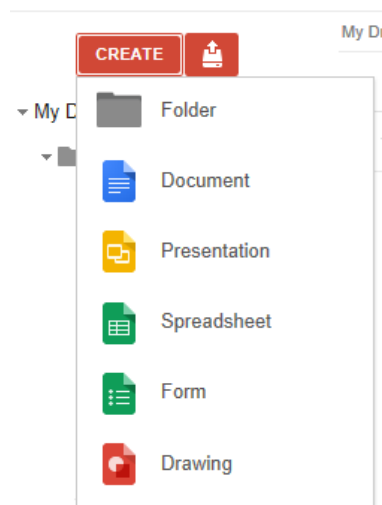


- e. Mouse-click the **Move** button and then close the **Browser Tab**, returning to the **Drive** web page.

7) Mouse-click the **Membership** folder to view the document just created.



Practice using some of the other apps (Presentation, Spreadsheet Form or Drawing) and saving them to different folders within your Google Drive.



Google Drive

This information has been sourced from **Overview of Google Drive**:

<https://support.google.com/drive/bin/answer.py?hl=en&answer=2424384&topic=14942&rd=1>

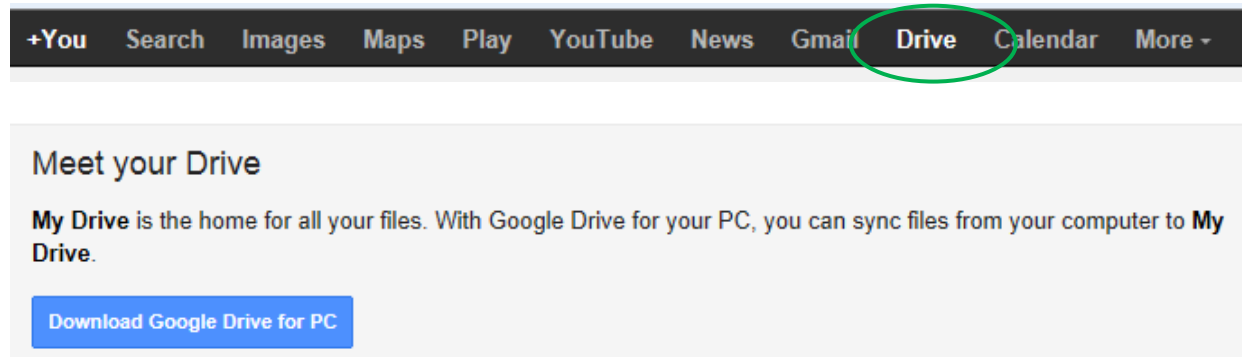
Google Drive lets you store and access your files anywhere -- on the web, on your hard drive, or on the go. Here's how it works:

- Go to Google Drive on the web at drive.google.com.
- Install Google Drive on your computer or mobile device.
- Throw your files in Google Drive. It's right there on your device.

Now your files go everywhere you do. Change a file on the web, on your computer, or on your mobile device and it updates on every device where you've installed Google Drive. Share, collaborate, or work alone: your files, your choice.

Store the first 5 GB of your files for free.

While logged into your **Gmail** account, mouse-click the **Drive** option on Menu:



To install **Google Drive** mouse-click the **Download Google Drive for PC** button and then step through the installation wizard.

Google Maps

This information has been sourced from: http://www.techsoupcanada.ca/learning_center/articles/mapping

Google Maps and Google Earth

While many non-profits may have both geographic data and some ideas about how they'd like to present the data on a map, time, technical expertise, and funds may be limited. Below, we'll introduce and compare two free, powerful, and relatively easy-to-use online mapping tools from Google, Google Maps and Google Earth.

Two Distinct Tools

While Google Maps and Google Earth are both powerful online mapping tools that share many features and data, they are distinct applications that should be used for different purposes.

Google Maps is a free, easy to use Web-mapping application that anyone with basic computing skills can use to create a rich, useful, two-dimensional map in a few minutes (provided that the map doesn't require a lot of custom data and functionality; in this case, it may take longer). You can use the maps you create in Google Maps for your own personal, one-time only use (for example, when looking up driving directions to a meeting in an unfamiliar part of town), or you can embed them in Web pages, emails, and other shared documents. Web maps display in any standard Web browser (such as Internet Explorer or Mozilla Firefox), and end users usually understand them without special instruction or explanation. Yahoo Maps, MapQuest, and Live Search Maps are other well-known Web-mapping tools.

Google Earth, on the other hand, is a free, downloadable virtual globe application that provides an immersive, three-dimensional visual experience that two-dimensional Web mapping programs can't match. Yet while virtual globe applications are increasingly popular, they require a virtual globe application to view, which many end users may not have installed or mastered. Google Earth, like Google Maps, allows you to create and share basic content without programming knowledge or other advanced tech skills. However, the learning curve is a little steeper if you haven't used a virtual globe program before. While Google Earth is the best-known virtual globe out there, NASA's World Wind and Microsoft's Virtual Earth 3D are also popular.

Google Maps would require another training manual all of its own; should you wish to create a map for your club please discuss this further with the facilitator of this session.

To view Google Maps in use in a Sports Club Site visit: <https://sites.google.com/site/genericsportsclub/club-overview/location>

GOOGLE GADGETS

Picasa Software

Google's Picasa software lets you organize, edit, and upload your photos in quick, easy steps. Picasa is excellent for beginners and casual digital photographers who want to find all their pictures, sort them into albums, do quick edits, and share with friends and family.

There are two things you should always remember:

Picasa does not store the photos on your computer.

When you open Picasa, it simply looks at the folders on your computer and displays the photos it finds. It displays the file types that you tell it to find, in the folders that you tell it to search.

Your original photos are always preserved.

When using editing tools in Picasa, your original files are never touched. The photo edits you make are only viewable in Picasa until you decide to save your changes. Even then, Picasa creates a new version of the photo with your edits applied, leaving the original file totally preserved.

To learn more about Picasa visit: <http://picasa.google.com>

To view Google Picasa in use in a Sports Club Site visit: <https://sites.google.com/site/genericsportsclub/gallery/photos>

Google Analytics

This information has been sourced from: <http://support.google.com/analytics/?hl=en>

Get started with Google Analytics

There are three steps to sign up and then set up your club account.

Step 1: Sign up for an account.

Visit the Google Analytics website to sign up for a new account. Click the **Create an account** button and follow the on-screen instructions.

Step 2: Set up account properties.

Google Analytics is flexible and can support different account configurations, but your set up affects how data appears in your reports. To help plan your set up, consult the articles linked into the Overview of Analytics accounts, users, and data and the article About Properties.

If you're setting up Google Analytics to track an app, consult the best practices for mobile app analytics set up.

Step 3: Set up your tracking code.

Include the Analytics tracking ID and code in your website or mobile app to collect and send usage data to your Analytics account. You can track multiple properties in the same account, but every property must be set up individually. Follow a different process to set up web tracking and to set up mobile app tracking.

To view Google Analytics in use in a Sports Club Site visit: <https://sites.google.com/site/genericsportsclub/results-ranking>