



WHY CHOOSE SWIMTOPIA?



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INTRODUCTION

Hello from all of us at SwimTopia to you! We want to thank you for exploring our software to see whether it's a fit for your swim team.

Our CEO and Founder, Mason Hale, is a swim team parent volunteer just like you. When he created SwimTopia in 2011, he envisioned an online swim team management solution that would make running a swim team as enjoyable and hassle-free as possible. Now, as the number one swim team and meet software platform in the US for summer swim teams, SwimTopia has made this vision a reality. We are spreading our wings in the year-round and high school swim markets as well, hoping to cover other corners of the swim world.

We know that it takes a literal team to run, well, a team. Swim programs are upheld by parent volunteers' hard work. It takes deliberation and patience to make decisions regarding the team's interest and team/meet management software is no exception to this rule. Adopting a new software solution is no easy feat, especially when several different key decision-makers are involved in the process.

Whether it's coaches or computer reps, treasurers or board members, each position values something slightly different in a management solution. That's why we created this e-book: to help decision makers identify their primary items of interest or alleviate concerns. You can read this book page to page or flip to the section that applies best. Feel free to pass along to anyone that might find this content helpful.

Happy swimming!

~The SwimTopia Team



SWIM COACHES

“After using both Active Hy-Tek and TeamUnify for years, by far, SwimTopia is the best online platform our team has used for running and organizing our team functions and meets.”

- Dennis Drake, Head Coach, Nazareth/Easton YMCA



Here's Why SwimTopia is the Best Software for Swim Team Coaches

As a swim team coach, you've got a lot going on. You need excellent, easy-to-use software so you can focus on what you do best. You want to:

- Save time (not waste it)
- Put together meet entries intuitively (not struggle with software)
- Effectively communicate with your team (don't let information fall through the cracks)
- Get robust reporting and stats with just a couple of clicks

You might be thinking: “My current software is okay...why fix something that isn't broken?” SwimTopia is designed to be more than just “okay”. We cover everything a swim team needs in a simple, intuitive interface, letting you get running quickly and saving time right away.

SWIM COACHES



Save Time with SwimTopia Software for Swim Team Coaches

We've built our platform from the ground up with features swim coaches love:

- **Easy website templates** with drag-and-drop customization to display pool location, Facebook pages, coach bios, team store information, and more.
- **Convenient scheduling** allows you to create calendar events (meet and non-meet) and collect RSVPs. Save time with customizable templates to create meets with events, declaration rules, and more.
- **Easily editable entries and relays** are created in a matter of seconds.
- **Optional Meet Maestro software** for meet management integrates directly with Hy-Tek.
- **Effective communications features** allow you to email your whole team or select groups. Push notifications also notify parents on the SwimTopia mobile app.
- **Powerful reporting features** allow you to draw a variety of stats from athlete improvement report cards to DQ reports and high point scorers. We've got all the data you need.



[See a Demo](#)



Easy Implementation and Fast Results

We know changing software can be daunting, but our tools are easy to learn and set up. You'll be saving time in no time!

BOARD MEMBERS

“Our team used a different platform last year, and we changed to SwimTopia due to user and rep/team management issues. The transition from that platform to SwimTopia went very smoothly as reported by the majority of our team’s parents.”

- *Cristine Ceely, Volunteer Coordinator, Mill Creek Towne Marlins*



Here’s Why Swim Team Board Members Love SwimTopia Software

As a member of your swim team’s board or booster club, you value a team management system that is budget-friendly, benefits all users, and saves as much time as possible. You want a system that:

- Has bang for the buck, but is also an all-around fit
- Will work for many years into the future and is quickly learned (it should be easy to put away during non-swim months and pick up once the swim team resumes)
- Is full of robust volunteer management features

Here at SwimTopia, we know changing softwares can be daunting. With several different key decision makers (from the head coach to the team’s treasurer), we want to make the choice easy.



Frequently Asked Questions

You might be thinking to yourself:

Q: “My current solution is okay...why fix something that isn’t broken?”

A: We pride ourselves on giving time back to our users. A system doesn’t have to be broken to be dated, frustrating, and counterproductive. With SwimTopia, meet and job sign-ups are a piece of cake and volunteer coordinators can easily recruit/communicate with parent volunteers. Our templates allow admins to copy, tweak, and reuse already completed work. This saves time and ensures that information stays consistent from year to year.



BOARD MEMBERS



Frequently Asked Questions

Q: “I’m worried about the price tag of a brand new solution.”

A: We are more than worth our price: each account comes with a ready-made customizable website template that can display important information like pool location, Facebook pages, team store info, or coach bios. We also run reporting, registration, communications, calendar RSVPs, meet declarations, volunteer job sign-up, and have team store capability.

Q: “How will parents respond to something new? Change is challenging!”

A: We pride ourselves on our ease of use and intuitive set-up. We’re not a complicated system to learn and you certainly don’t need coding experience to get our program rolling. With our easy-to-learn solution, you need never fear that parents will become stuck in their positions. SwimTopia is quickly passed from parent to parent.



COMPUTER REPS

"We have been using Meet Maestro to run our summer swim meets and have found the system to be truly intuitive. Summer league is run by volunteers who simply don't have the time to invest in classes to learn a new system. With Meet Maestro they don't have to. Our volunteers just sit down and get right to work with minimal direction from me."

- Heather Urgan, Vice President, Copperfield Dolphins



Here's Why SwimTopia is the Best Software for Swim Team Computer Reps

As your team's designated computer representative, you need a system that is simple to set up and intuitive to use. You want to:

- Quickly create your site and team (not waste time learning or, in some cases, relearning systems)
- Easily pass on your role (rather than become stuck even after your kids age out)
- Smoothly share your admin back end (instead of being the only person who understands your solution)

Ultimately, software shouldn't have to depend on one person!



Easy Implementation and Fast Results

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[See a Demo](#)

COMPUTER REPS



Frequently Asked Questions

Q: “My current solution is okay...why fix something that isn’t broken?”

A: SwimTopia is designed to cover everything a swim team needs in the most easy and intuitive way. This lets you get up and running quickly, and start saving time right away.

Q: “I’m worried about losing data, data I don’t know if I can extract from my current system.”

A: When coming from Team Manager, data (rosters and time history) is easily extracted and populated into your SwimTopia site via a historic data import. When coming from TeamUnify, you can import your team roster, and you can build time history by bringing in meet results.

Q: “I’m leaving my position soon, I don’t want the burden of setting up something new that I won’t even use.”

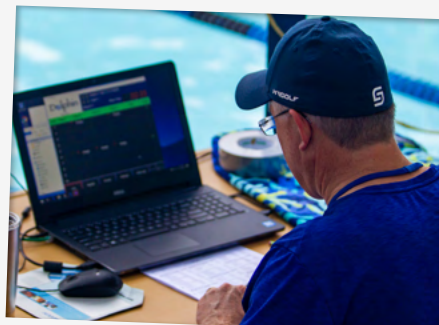
A: We pride ourselves on our ease of use. Getting set up with SwimTopia will save you time during your last season/s and help you easily pass your job duties on to the next person.

Q: “My league has specific rules regarding what team and meet software I can use.”

A: We also integrate easily with Hy-Tek if you cannot use Meet Maestro (for meet management) or if you use pools with timing systems with which we are not yet integrated. Round trip file compatibility for event files, entries, and results, means you can still work within your league rules.

Q: “But will a new software integrate with my pool’s timing system?”

A: SwimTopia integrates with many different timing systems (and we’re adding more!): Time Drops, Wylas, CTS Dolphin Wireless, CTS 5 / 6 and Gen 7 (as well as the good ol’ stopwatch).



TREASURERS



Here's why SwimTopia is the Best Software for Swim Team Treasurers

As treasurer of your swim team, you value a system that is budget friendly but also robust, well-designed, intuitive, and full of valuable features. You want:

- A product worth the price
- A solution that will easily collect money from parents (whether during registration, for spirit wear, or as a fundraiser)
- To keep track of these transactions for financials/record-keeping

We know changing software can be daunting. Our software is easy to use and we'll have you running in no time!



Frequently Asked Questions

Q: "My current solution is okay...why fix something that isn't broken?"

A: SwimTopia is designed to cover everything a swim team needs in the most easy and intuitive way. We're not a complicated system and you certainly don't need coding experience to get our program rolling. This allows you to set up quickly and start saving time right away.

Q: "I'm worried about the price-tag of a brand new solution!"

A: With an extensive suite of features (including but not limited to: reporting, registration, communications, calendar RSVPs, meet declarations, meet management, volunteer job sign-up, team store capability, and more), we're well worth our price. Our per-athlete pricing makes it easy to roll the cost of SwimTopia into your registration fees.

Q: "How will I invoice parents? Will a new software have the same reporting functionality as my last one?"

A: You can collect registration, fundraising, sponsor, and team store fees through our system when paid for through credit card*. Hook up a Stripe account to your SwimTopia site and gather parent payments in seconds. You can also elect to offer parents the ability to pay for registration by check or member number.

**Credit card processing fees of 3.4% + 30c per transaction apply.*

VOLUNTEER COORDINATORS

“The ease of communication with families as well as the volunteer sign-up and tracking features were so helpful and real-time. I cannot speak highly enough about SwimTopia based upon my experience as the team B Rep and Volunteer Coordinator.”

- *Cristine Ceely, Volunteer Coordinator, Mill Creek Towne Marlins*



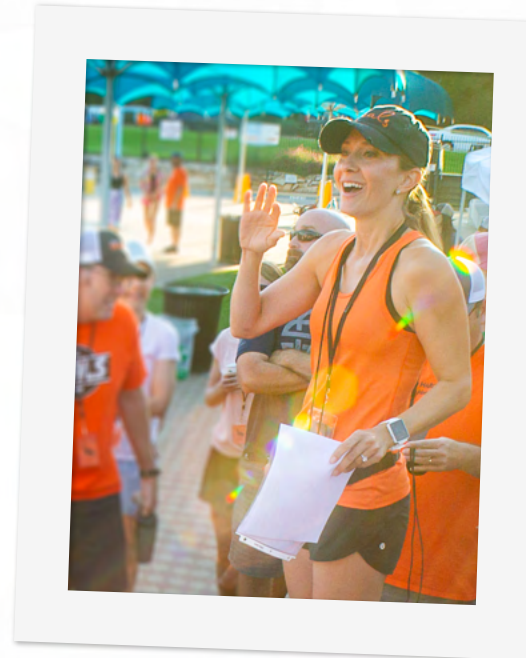
Here's why SwimTopia is the Best Software for Swim Team Volunteer Coordinators.

As your swim team's volunteer coordinator, you need a system that easily allows you to assign/reassign parents to volunteer positions and quickly communicate, especially on a per-meet basis. You want to:

- Easily check in volunteers (and reconcile who signed up versus who showed up)
- Easily remind parents of their commitments
- Have parent volunteers sign up for jobs on their own (with descriptions viewable- so they know what they're getting into!)

Here are a few features that swim team volunteer coordinators love:

- **Simple volunteer job sign-up:** create a volunteer job template (complete with positions, descriptions, time slots, and associated volunteer hours/points) and apply it to a swim meet. When parents declare that their kiddo is coming to a meet, they can be prompted to also sign up for jobs. Sign-ups, however, remain open until a team admin closes them. This allows you to collect sign-ups on your own schedule.
- **Communicate with meet-specific volunteers** (rather than blasting the entire team): reconcile who actually showed up following the meet (keeping hours up-to-date), and prompt parents who are not signed up (but with swimmers competing) to grab some shifts. Because SwimTopia integrates all the data on swimmer meet attendance and volunteering, sending targeted communications about volunteering is easier than ever.



VOLUNTEER COORDINATORS

- **Give SwimTopia site permissions to specific roles/jobs:** this allows people who need access to various pieces of the administrative back-end to, in fact, have that access.
- **Track per meet and season-long volunteering per family:** You can even assign points to jobs to motivate parents to go for their own “high points award” at the end of the season!

[See a Demo](#)



Easy Implementation and Fast Results

We know changing software can be daunting, but our tools are easy to learn and set up. You'll be saving time in no time!

We make it easy to wrangle volunteers and keep things running smoothly, leaving you more time to enjoy the season and cheer on your swimmers.

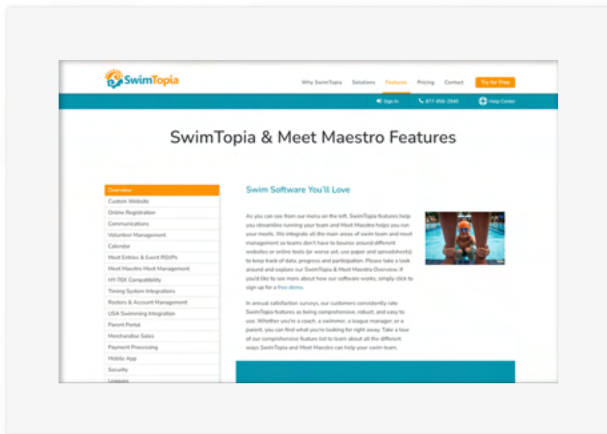
“I love using SwimTopia and Meet Maestro to manage my swim team! So much easier to use than what we used before.”

- Elizabeth Meeks, Webmaster, Sonterra Stingrays

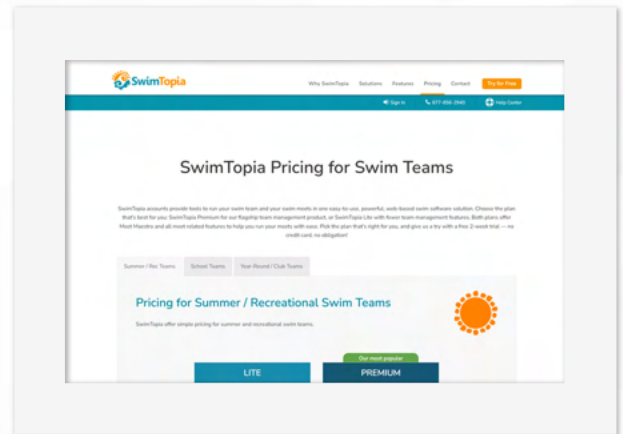


QUICK LINKS

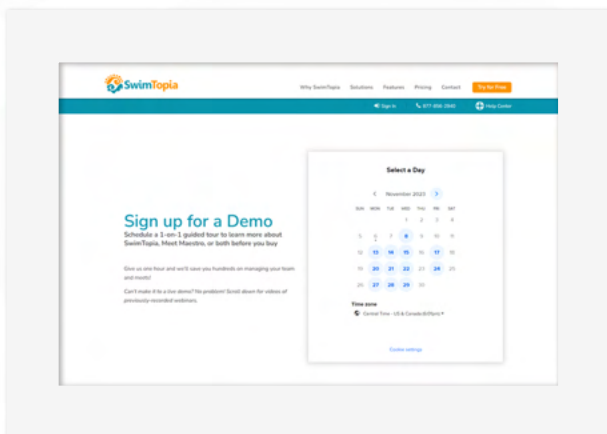
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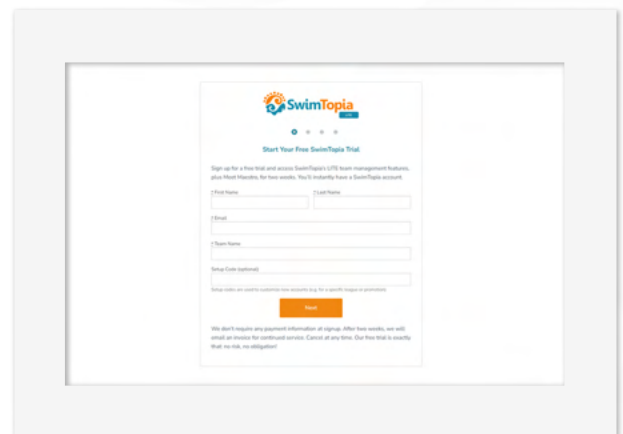
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