



# DigiRoot

Making sport clubs future ready

## Needs Analysis Report: Key finds and digitalisation priorities for the clubs



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## Introduction

The DigiRoot project is designed to empower grassroots sports clubs by providing a platform that makes digitization accessible and practical. Many sports clubs, especially smaller ones, often lack the resources to seek professional digitalization advice. DigiRoot aims to fill this gap by offering tailored guidance that helps clubs identify areas where digital tools can enhance their operations and providing concrete steps and tools they can implement.

### Overview of the Project

DigiRoot's mission is to equip grassroots sports clubs with the knowledge and resources they need to effectively integrate digital solutions into their daily operations. This initiative seeks to offer practical digitalization advice to clubs that may not have the budget for professional consultancy services. The platform will serve as a starting point for clubs, helping them understand the potential benefits of digitalization and guiding them through the process of adopting relevant digital tools and strategies.

### Objectives of the Survey and Report

Digitalization encompasses a wide range of topics and should be strategically implemented to serve specific organizational goals rather than as an end in itself. For sports clubs, digitalization can address numerous operational challenges, such as recruiting trainers, members, and volunteers, managing finances, and organizing events. Key areas where digitalization can be applied include human resources, marketing, event planning, and project management.

To effectively develop a platform that addresses the most pressing issues faced by sports clubs, we initiated a survey to gather insights directly from the clubs. The objectives of this survey and subsequent report are to:

1. Identify the key topics and challenges that sports clubs want to address through digitalization.
2. Understand the specific problems faced by clubs and the types of digital solutions they are interested in.
3. Determine if there are significant differences in the needs and challenges between small and large sports clubs.
4. Explore any common themes that could benefit all sports clubs, regardless of size.
5. Assess whether there are notable differences in the digitalization needs and priorities across different countries, which would necessitate customized content for each country.

This report summarizes the key findings from the survey, provides an analysis of the data collected, and outlines the digitalization priorities for grassroots sports clubs in the partner countries. By understanding these needs and priorities, DigiRoot aims to develop a platform that offers relevant and practical digital solutions to enhance the efficiency and effectiveness of sports clubs' operations.

## Survey Methodology

The survey conducted for the DigiRoot project was meticulously designed to gather comprehensive data from grassroots sports clubs across four European countries: Germany, Croatia, Bulgaria, and Greece. The survey comprised five parts, each focusing on different aspects of the clubs' characteristics, digital needs, and preferences.

### 1. Basic Characteristics of the Club:

- **Country:** The survey targeted sports clubs in Germany, Croatia, Bulgaria, and Greece to capture diverse perspectives.
- **Type of Organization:** Clubs were categorized into popular sports, elite sports, and umbrella organizations.
- **Number of Members:** Clubs were segmented based on membership size: under 100, 100-499, 500-1499, 1500-3000, and over 3000 members.
- **Number of Departments:** This parameter captured the organizational complexity of the clubs.
- **Respondent's Position:** Information on the position of the person completing the survey was collected to understand the viewpoint and responsibilities of the respondent.

### 2. Website Elements and Access:

- Clubs were asked about the elements they find on their website and their navigation preferences, including:
  - Digital check
  - Tool recommendations
  - Educational courses
  - How-to guidelines
  - Problems vs. issues identification

### 3. Preferred Learning Medium:

- Clubs were surveyed on their preferred mediums for learning: text, video, or audio.

### 4. Interest in Specific Topics:

- The survey identified the topics clubs were most interested in, such as:
  - Marketing
  - Software
  - Cloud computing

- Change management
- Human resources (HR)

#### 5. Major Challenges:

- Clubs were asked to rank their biggest challenges, including:
  - Finances
  - Time constraints
  - Lack of expertise
- They were also asked to prioritize solutions for issues like membership, coaching, and facilities management.

### Areas of Focus in Analysis

In analyzing the survey results, three primary areas were identified for detailed examination:

#### 1. Top 20 Topics Across All Clubs:

- Identify the most commonly cited topics and summarize them.
- Derive initial recommendations for expert consultations based on these topics.

#### 2. Comparison of Small, Medium, and Large Clubs:

- Analyze the differences in digital needs and challenges between clubs with under 500 members, 500-3000 members, and over 3000 members.

#### 3. Country-Specific Differences:

- Examine how digitalization needs and priorities vary across the four partner countries: Bulgaria, Greece, Germany, and Croatia.

### Key Questions for Analysis

The analysis will address several critical questions to ensure the platform meets the clubs' needs effectively:

#### 1. Desired Platform Features:

- Determine what clubs want to find on the platform, such as digital checks, learning courses, tool overviews, and checklists.
- Identify the most relevant features to prioritize in the platform's development.

#### 2. Preferred Content Delivery Medium:

- Assess whether clubs prefer text, video, or audio content.

- Determine the appropriate scope and depth of content for each medium.
3. **User Experience and Navigation Preferences:**
- Explore whether clubs prefer to start with specific problems (e.g., finding trainers or gaining members) or with broader digitalization topics (e.g., website renewal or software purchases).
  - Clarify if the clubs lean towards problem-oriented or topic-oriented navigation.
4. **High-Priority Digitalization Topics:**
- Identify which digitalization topics received the highest ratings from the clubs.
  - Focus on these topics for the creation of materials and content.
5. **Most Pressing Problems:**
- Determine which problems are the most urgent and need immediate solutions.

## Data Analysis and Insights

The survey received 180 responses, providing a substantial dataset for analysis. The goal is to gain insights into the digitalization status of sports clubs in different European countries, understand their primary digitalization needs in the context of popular sports, and determine the ideal structure and content for the DigiRoot platform. The analysis will consider the overall results and will also compare the differences between small and large clubs, as well as the variances among the four countries surveyed.

By addressing these questions and focusing on the identified priorities, DigiRoot aims to develop a user-centric platform that effectively supports the digital transformation of grassroots sports clubs across Europe.

## Key Findings from the Survey on Digital Interests and Needs of Grassroots Sports Clubs

It is important to analyze the ratings closely, as the majority of the questions asked clubs to rate their interest on a scale from 0 (no interest) to 5 (very high interest). The average values of these ratings are presented in the tables throughout the report.

Understanding the digital interests and needs of grassroots sports clubs is essential for developing targeted strategies that enhance their operations and community engagement. The survey conducted provides valuable insights into these clubs' priorities and areas where they seek improvement. The following analysis delves into the average interest scores of various digital topics, highlighting key trends and suggesting potential actions based on these findings. The ratings range from 0 (no interest) to 5 (very high interest), and most topics received a consistently high interest, with only one scoring below 3.0.

### High Priority Areas

The results show that grassroots sports clubs place the highest value on Sponsoring - Digital Fundraising and Sponsorship Acquisition, with an average score of 4.15. This indicates a strong desire to secure financial support and optimize fundraising efforts through digital means. Closely following are Online Membership Management (4.04) and Software Integration (3.92), suggesting that clubs are keen on streamlining their administrative processes and ensuring that different digital tools work seamlessly together.

#### 1. Sponsoring- Digital Fundraising and Sponsorship Acquisition (4.15):

- Clubs recognize the importance of securing financial stability and see digital platforms as effective channels for reaching potential sponsors. Developing robust digital sponsorship programs could significantly enhance their funding capabilities.

#### 2. Online Membership Management (4.04):

- Efficient membership management is crucial for clubs. This high score indicates a demand for solutions that simplify membership administration, improve communication with members, and enhance overall member engagement.

#### 3. Software Integration (3.92):

- Clubs are looking for integrated systems that can manage various functions cohesively. This can lead to more efficient operations and better data management across different platforms.

### Mid-Level Priorities

The mid-level priorities, scoring between 3.5 and 3.9, cover a range of topics from cybersecurity to community building. These areas reflect a balance between operational efficiency and strategic growth.

4. **IT Law and Cybersecurity- GDPR compliance & cybersecurity (3.81):**
  - With increasing concerns over data privacy and security, clubs are interested in ensuring their practices comply with regulations and protect sensitive information.
5. **Social Media Strategies (3.78) and Digital Marketing Opportunities (3.77):**
  - Enhancing online presence and exploring marketing opportunities are vital for clubs to attract new members and sponsors. Effective social media strategies can significantly boost visibility and engagement.
6. **Community Building (3.75):**
  - Building a strong community is at the heart of grassroots sports. Clubs are interested in digital tools that can help foster a sense of belonging and collaboration among members.

### Emerging Interests

Topics scoring around 3.65 indicate emerging areas of interest where clubs see potential but may not yet be fully committed or experienced.

1. **Artificial Intelligence (AI)- Using AI to enhance work processes (3.64):**
  - While AI is still a relatively new area for many clubs, there is curiosity about how it can streamline operations and improve decision-making processes.
2. **Developing an IT/Digitalization Strategy (3.63):**
  - Strategic planning for digital transformation is gaining traction. Clubs recognize the need for a cohesive digital strategy to guide their efforts and investments.
3. **Optimize Internal Communication (3.61) and Finance and Accounting Automation (3.61):**

Improving internal communication and automating financial processes are seen as ways to enhance efficiency and reduce administrative



<b>What topics most relevant?</b>		
	<b>Topic</b>	<b>Total</b>
1.	Sponsoring - Digital Fundraising and Sponsorship Acquisition.	<b>4,15</b>
2.	Online Membership Management	<b>4,04</b>
3.	Software Integration: Setting up and integrating various software tools	<b>3,92</b>
4.	IT Law and Cybersecurity - GDPR compliance & cybersecurity	<b>3,81</b>
5.	Social Media: Strategies for enhancing online presence	<b>3,78</b>
6.	Digital Marketing Opportunities	<b>3,77</b>
7.	Community Building	<b>3,75</b>
8.	Coach Education: Ensuring access to quality coaching and resources	<b>3,67</b>
9.	Member/Customer Data Management	<b>3,66</b>
10.	Artificial Intelligence (AI) - Using AI to enhance work processes	<b>3,64</b>
11.	Developing an IT/Digitalization Strategy	<b>3,63</b>
12.	Optimize Internal Communication	<b>3,61</b>
13.	Finance and Accounting - Automation for Reporting	<b>3,61</b>
14.	Facility Software: Managing sports halls, tennis courts	<b>3,56</b>
15.	Events: Digital solutions for organizing events	<b>3,55</b>
16.	Finance and Accounting - Digital Invoicing	<b>3,46</b>
17.	Collaborative Work: How to utilize online structures	<b>3,45</b>
18.	Project management - Utilizing digital tools for project management	<b>3,36</b>
19.	Change Management: How do I get the association behind the topic	<b>3,36</b>
20.	Cloud Services - Server vs. Cloud	<b>3,32</b>
21.	Website Development and Management	<b>3,28</b>
22.	Cloud Services - Cloud Migration: How to transition from server to cloud	<b>3,21</b>
23.	Website Optimization/Analytics: Insights from website behavior	<b>3,21</b>
24.	Digital Tools for Coaching and Training	<b>3,07</b>
25.	Data Analytics for Sports Performance	<b>3,02</b>
26.	Essentials for IT Architecture: Considerations for API, cloud, etc.	<b>3,00</b>
27.	E-commerce for Club Merchandise	<b>2,71</b>

- burdens.

## Lower Priority Areas

Topics with scores below 3.5 suggest areas where clubs currently see less immediate need or potential impact.

1. **Website Development and Management (3.28) and Cloud Services- Server vs. Cloud (3.32):**
  - While important, these areas may not be seen as immediate priorities compared to other operational or strategic needs.
2. **Digital Tools for Coaching and Training (3.07) and Data Analytics for Sports Performance (3.02):**
  - The relatively lower interest in these areas might indicate that clubs are either already satisfied with their current tools or are yet to fully understand the benefits these technologies can offer.
3. **E-commerce for Club Merchandise (2.71):**
  - E-commerce is currently the lowest priority. This could be due to a perceived lack of immediate benefit or the complexity involved in setting up and managing an online store.

## Conclusion

The analysis of the survey results highlights a clear inclination towards digital tools that enhance fundraising, membership management, and software integration. There is also significant interest in cybersecurity, social media, and community building. On the other hand, areas like e-commerce for club merchandise and advanced data analytics for sports performance are less prioritized at the moment.

By focusing on these high-priority areas, the DigiRoot platform can provide valuable resources and solutions that meet the immediate needs of grassroots sports clubs. This targeted approach will help clubs enhance their operations, engage their communities more effectively, and ultimately achieve greater success through digital transformation.

## Results and Insights for Platform Development

### Current Status and Existing Resources

**1. Current Status:** To effectively plan the development of our digital platform, it is essential to assess what already exists in the realm of software implementation that could benefit grassroots sports clubs. This includes both existing tools in grassroots sports and potentially adaptable solutions from elite sports. Our goal is to establish initial learning paths with relevant information available over the summer. By identifying and leveraging existing resources, we can determine what can be immediately utilized and what needs to be developed or supplemented.

Key areas to explore include:

- **Membership Management Software:** Tools that streamline the process of managing club memberships, tracking member data, and facilitating communication.
- **Finance and Accounting Software:** Solutions that offer automated financial reporting, budgeting, and digital invoicing.
- **Event Management Tools:** Software that aids in organizing and managing sports events, including registration, scheduling, and logistics.
- **Human Resources (HR) Management:** Tools designed to assist with recruiting, training, and managing coaches and volunteers.

Evaluating the current landscape of these software solutions will help us create a comprehensive and practical platform for grassroots sports clubs.

**2. Digital Check as a Starting Point:** Another crucial component is the implementation of a digital check. This tool serves as an entry point, helping clubs assess their current digital capabilities and identify areas for improvement. Collaborating with organizations like LSB NRW and Lower Saxony, which have shown interest in working together, could be highly beneficial.

The digital check should provide scores across various fields such as communication, software usage, and cloud adoption. By doing so, it will help clubs pinpoint their strengths and weaknesses and prioritize their digitalization efforts accordingly.

### Key Website Features

To ensure the platform is practical and offers high added value to the clubs, we identified four key elements that users want to find on the website. The survey results indicated high average scores for all these elements, underscoring their importance.

**A. Digital Check:** This tool allows clubs to receive a score in different fields, such as communication, software, and cloud usage, helping them identify potential areas for digital improvement. It scored an average of 3.91, indicating significant interest and usefulness.

**B. Tool Recommendations:** This feature provides suggestions for software tools that clubs can utilize for various purposes like membership management, finance, and HR. It received the highest score of 4.15, with 47.2% of clubs giving it the top rating of 5. This high interest

highlights the clubs' need for guidance in selecting the right digital tools to enhance their operations.

**C. Educational Courses:** Tailored for club managers, these courses cover the fundamentals of digitalization, providing essential knowledge and skills. With an average score of 3.82, this element shows that there is a strong demand for structured learning opportunities to help managers lead their clubs through digital transformation.

**D. How-to Guidelines:** These step-by-step instructions guide clubs through the implementation of new tools, such as cloud solutions or finance software. Scoring an average of 3.76, this feature is valued for its practical assistance in adopting and utilizing digital tools effectively.

### Analysis of Website Feature Preferences

The high average scores for all four website features indicate strong approval and interest from the clubs. The tool recommendations, in particular, stand out with an impressive average score of 4.15. This suggests that clubs highly value curated advice on which software tools to use, as it can significantly simplify their decision-making process and enhance their digital capabilities.

What do find on the website?		
	Topic	Total
1.	Tool Recommendations	<b>4,15</b>
2.	Digital Check	<b>3,91</b>
3.	Educational Course for club managers	<b>3,82</b>
4.	How-to Guidelines - Step-by-step instructions	<b>3,76</b>

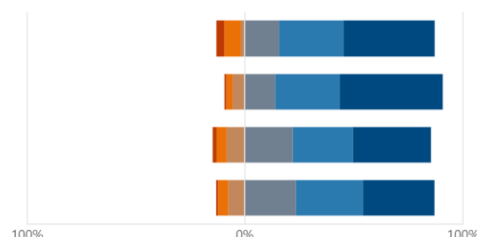
Tool recommendations received overwhelmingly positive feedback, with nearly half of the respondents awarding it the highest score. The digital check also received favorable ratings, indicating its potential as a valuable diagnostic tool for clubs. Educational courses and how-to guidelines, while slightly lower in priority, still garnered strong support, highlighting their importance in providing continuous learning and practical implementation advice.

6. Which elements would you use on the platform? Please rate your interest in the following elements of our platform on a scale from 0 to 5, where 0 means 'Not Interested' and 5 means 'Very Interested'

[More Details](#)

■ 0 ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

- A. Digital Check - receive a score in different fields to identify potential (such as communication,...
- B. Tool Recommendations - what software tools you could utilize (e.g. for membership, finance,...
- C. Educational Course - for club managers with fundamentals on digitalization.
- D. How-to Guidelines - Step-by-step instructions on implementing a new tool (e.g. Cloud, finance,...



## Conclusion

In conclusion, the survey results provide clear insights into the digital needs and preferences of grassroots sports clubs. The focus on digital fundraising, membership management, and software integration indicates that clubs are keen to enhance their operational efficiency and financial stability through digital tools. The positive reception of the proposed website features underscores the importance of providing practical, targeted resources that address these needs.

By leveraging existing software solutions and incorporating comprehensive digital checks, the DigiRoot platform can offer significant value to grassroots sports clubs. The strong interest in tool recommendations, educational courses, and how-to guidelines further emphasizes the need for a well-rounded platform that supports clubs in their digital transformation journey. Moving forward, these insights will guide the development of a user-centric platform that meets the diverse needs of grassroots sports clubs across Europe.

## Preferred Medium for Learning and Content Delivery

Understanding how grassroots sports clubs prefer to consume content is essential for designing an effective digital platform. The survey results offer clear insights into these preferences, highlighting the most favored formats for learning and information dissemination.

How to consume content?		
	Topic	Total
1.	Explanatory videos	<b>4,36</b>
2.	Text explanations	<b>3,42</b>
3.	Podcasts addressing specific problems	<b>2,99</b>
4.	Narrated text that explains a specific topic	<b>2,38</b>
5.	Audio content	<b>2,37</b>

### Survey Results: Preferred Mediums

The survey asked respondents to rate their preferred mediums for consuming content. The results showed a strong preference for explanatory videos, which received the highest score in the entire survey. Here is a detailed breakdown of the preferences:

**1. Explanatory Videos (4.36):** Explanatory videos emerged as the most preferred medium for learning, with an average score of 4.36. This score indicates a strong preference for visual and auditory learning methods. The high rating suggests that clubs find videos to be engaging and effective in conveying complex information in an easily digestible format.

**2. Text Explanations (3.42):** Text explanations also received a favorable rating, though significantly lower than videos, with an average score of 3.42. While texts are still considered useful, they lag behind videos, indicating that clubs might prefer more dynamic and interactive forms of content.

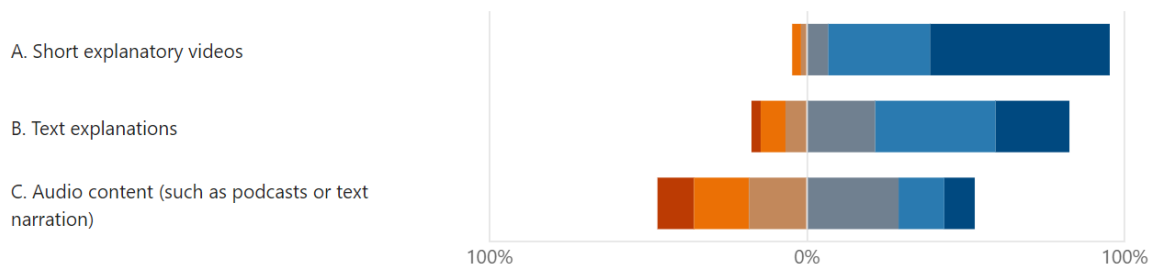
**3. Podcasts Addressing Specific Problems (2.99):** Podcasts received a moderate interest score of 2.99. Although podcasts can be useful for addressing specific problems, they are less preferred compared to videos and text. This suggests that clubs might find audio-only content less engaging or harder to follow without visual aids.

**4. Narrated Text that Explains a Specific Topic (2.38) and Audio Content (2.37):** Narrated text and other forms of audio content scored the lowest, with averages of 2.38 and 2.37, respectively. These formats appear to be the least favored among the surveyed clubs, possibly due to the lack of visual elements that aid in comprehension and retention.

7. In which format would you prefer to consume content? Rate your interest from 0 (Not Interested) to 5 (Very Interested).

[More Details](#)

0 1 2 3 4 5



### Ideal Length for Videos and Text

To further refine the content strategy, the survey also explored the ideal lengths for videos and text-based content. The results provide valuable guidelines for creating content that is not only engaging but also respects the time constraints of the clubs.

#### Preferred Length for Videos:

- **30 seconds:** 10.3%
- **3 minutes:** 53.3%
- **10 minutes:** 34.6%
- **30 minutes:** 1.9%
- **60 minutes:** 0%

The majority of respondents preferred videos in the range of 3 to 10 minutes, with 53.3% favoring 3-minute videos and 34.6% favoring 10-minute videos.

8. How long would be the ideal length of a video?

[More Details](#)

30 seconds 3 minutes 10 minutes 30 minutes 60 minutes



This indicates a clear preference for concise, yet sufficiently detailed videos that can effectively cover a topic without being overly lengthy.

### Preferred Length for Text:

- **Quarter of a page:** 15%
- **Half a page:** 31.8%
- **One page:** 43%
- **More than a page:** 10.3%

For text-based content, the ideal length appears to be between half a page and one page. Specifically, 43% of respondents preferred one-page texts, and 31.8% favored half-page texts.

9. How long should the text optimally be?

[More Details](#)

■ Quarter a page ■ Half a page ■ A page ■ More than a page



This preference suggests that while clubs are open to reading detailed information, they still appreciate concise and well-structured content that gets to the point quickly.

### Implications for Platform Development

The survey findings provide clear direction on how to structure the content on the DigiRoot platform to maximize engagement and utility for grassroots sports clubs. Here are the key takeaways:

1. **Focus on Video Content:** Given the overwhelming preference for explanatory videos, the platform should prioritize video content. These videos should be well-produced, visually engaging, and range between 3 to 10 minutes to maintain viewers' attention while providing valuable information.
2. **Concise and Engaging Text Content:** While videos are the preferred medium, text explanations still hold value. Text content should be concise, ideally between half a page to a full page, and should complement the videos by providing detailed explanations, references, and checklists.
3. **Limited Use of Audio-Only Formats:** Given the lower preference for podcasts and other audio content, these formats should be used sparingly. If included, they should be part of a broader multimedia approach, perhaps supplementing videos and texts.



4. **User-Centric Design:** The platform should be designed to offer a seamless user experience, allowing clubs to easily access and consume content in their preferred formats. This includes integrating video tutorials prominently, providing well-structured text resources, and ensuring that all content is easily searchable and accessible.

By aligning the content strategy with these preferences, the DigiRoot platform can effectively support grassroots sports clubs in their digital transformation journey, providing them with the tools and knowledge they need in the most accessible and engaging formats.

## How to Enter the Platform: Approaching Digitalization

When it comes to digitalization, there are two primary ways sports clubs might approach the topic. Each approach has its own advantages and caters to different needs and mindsets. Understanding these approaches helps in designing a user-friendly platform that meets clubs where they are in their digitalization journey.

### Two Approaches to Digitalization

#### 1. Problem-Solving Approach:

- **Current Problems:** This approach is driven by immediate issues or challenges the club is facing. Users enter the platform seeking solutions to specific problems, such as improving finances, recruiting new members, or enhancing member engagement.
- **Use Case:** For example, a club struggling with membership retention might look for digital tools that can help streamline member management and communication. Similarly, a club looking to boost its revenue might explore digital fundraising tools or sponsorship acquisition strategies.
- **Navigation:** The platform can be designed to guide users through a series of questions or prompts that help identify their specific issues. This can lead them to relevant digital tools, resources, and case studies that address their challenges.

#### 2. Topic-Focused Approach:

- **Digitalization Topics:** This approach is centered around exploring specific areas of digitalization. Clubs might have a particular aspect of their operations they want to enhance, such as optimizing their website, implementing membership software, or improving internal communication systems.
- **Use Case:** A club interested in overhauling its website might look for best practices in website design, tools for creating user-friendly interfaces, and SEO strategies. Another club might focus on integrating a new membership software to streamline their administrative tasks.

- **Navigation:** Users can be directed to a structured list of digitalization topics, allowing them to choose the area they wish to explore. Each topic would provide a comprehensive overview, including tools, tutorials, and implementation guides.

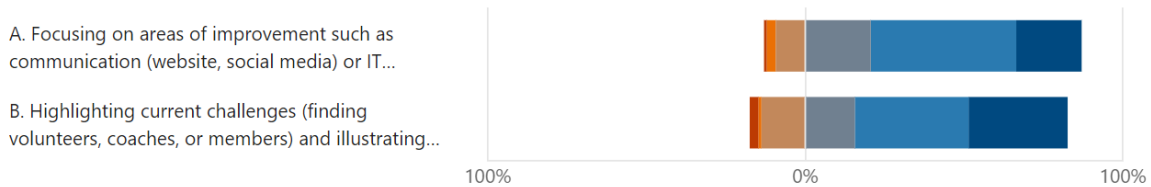
### Survey Results on Preferred Entry Points

The survey aimed to determine which entry point clubs prefer when accessing the platform. The results indicated that both approaches are equally valued, with scores of 3.81 for the problem-solving approach and 3.72 for the topic-focused approach. This similarity suggests that both methods should be incorporated into the platform to cater to diverse user needs.

11. Which entry point to the website would you like? Rate your interest from 0 (Not Interested) to 5 (Very Interested).

[More Details](#)

0 1 2 3 4 5



### No Significant Difference by Club Size:

- **Below 500 Members:** The problem-solving approach scored slightly higher (3.93) compared to the topic-focused approach (4.04), indicating a slight preference for addressing immediate challenges.
- **500-3000 Members:** Both approaches scored similarly (3.74 for problem-solving and 3.81 for topic-focused), showing no strong preference either way.
- **Above 3000 Members:** Larger clubs showed a balanced preference (3.52 for problem-solving and 3.54 for topic-focused), reflecting an equal interest in both approaches.

How to enter?		Number of active member in the club			
	Topic	Total	Below 500	500-3000	Above 3000
1.	Entry point to website: Highlighting current challenges	3,81	3,93	3,74	3,52
2.	Entry point to website: Focusing on areas of improvement	3,72	4,04	3,81	3,54

## Designing the Entry Points

### 1. Highlighting Current Challenges:

- **Description:** This entry point focuses on addressing the immediate and practical problems faced by the clubs. It provides a guided pathway where clubs can specify their challenges and receive tailored recommendations for digital tools and strategies.
- **User Experience:** Upon entering the platform, users are prompted to select their current issues from a list or through an interactive questionnaire. Based on their responses, the platform suggests relevant resources, case studies, and tools that can help resolve these issues.

### 2. Focusing on Areas of Improvement:

- **Description:** This entry point is designed for users who want to explore specific areas of digitalization. It allows users to delve into topics like website optimization, membership software, digital marketing, and more.
- **User Experience:** Users can browse through a structured list of digitalization topics. Each topic page provides comprehensive information, including step-by-step guides, video tutorials, tool recommendations, and best practices. This allows users to gain a deep understanding of each area and implement the solutions at their own pace.

## Implementation Strategy

**Combining Both Approaches:** To maximize the usability and effectiveness of the platform, it is essential to integrate both entry points. This can be achieved by:

- **Dual Pathways:** Offering a clear choice on the homepage where users can select either to address current challenges or to explore digitalization topics.
- **Interactive Features:** Utilizing interactive elements such as questionnaires, filters, and personalized recommendations to guide users through their chosen pathway.
- **Comprehensive Resources:** Ensuring that both pathways lead to a rich repository of resources, including explanatory videos, text guides, and practical tools.

By incorporating these approaches, the DigiRoot platform can provide a user-centric experience that caters to the diverse needs of grassroots sports clubs. Whether a club is looking to solve immediate problems or explore specific digitalization topics, the platform will offer valuable insights and practical solutions to support their digital transformation journey.

## Key Challenges Faced by Grassroots Sports Clubs

Grassroots sports clubs play a pivotal role in fostering community spirit and promoting physical activity. However, they face numerous challenges in their daily operations. Our survey has highlighted three primary areas of concern: member recruitment and retention, staff recruitment, and the availability of expertise, time, and financial resources. These challenges have been exacerbated by recent crises such as the refugee crisis, the COVID-19 pandemic, and ongoing inflation. Understanding these challenges is crucial for developing effective digital solutions that can support these clubs in overcoming their difficulties.

What challenges the biggest?		
	Topic	Total
1.	How can I attract more members and retain existing ones for longer?	<b>4,10</b>
2.	HR - Recruitment and retention of: Volunteers for Events	<b>4,04</b>
3.	HR - Recruitment and retention of: Coaches	<b>3,96</b>
4.	Most pressing transformation challenge: Expertise Availability	<b>3,91</b>
5.	Most pressing transformation challenge: Time Availability	<b>3,81</b>
6.	Engaging Youth and Retaining Talent	<b>3,73</b>
7.	Most pressing transformation challenge: Financial Constraints	<b>3,58</b>
8.	Facilities: Maintenance and upgrades for sports facilities	<b>3,46</b>
9.	HR - Recruitment and retention of: Board member	<b>3,25</b>
10.	Compliance with Regulations	<b>3,17</b>

### 1. Member Recruitment and Retention

#### Challenge Rating: 4.10

Attracting and retaining members is the top challenge for grassroots sports clubs, with a rating of 4.10, one of the highest in the entire survey. Membership is the lifeblood of any sports club, as it directly impacts revenue, community engagement, and the overall vitality of the club. Digital tools can play a significant role in addressing this challenge.

#### Digital Solutions:

- **Social Media and Online Presence:** Enhancing the club's visibility through social media platforms and a well-designed website can attract new members. Social media campaigns, regular updates, and engaging content can create a buzz and draw attention to the club's activities.
- **Membership Software:** Implementing a robust membership management system can streamline administrative tasks, improve communication with members, and offer personalized experiences. Features such as automated reminders for renewals,

online registration, and event management can significantly enhance member satisfaction.

- **Mobile Apps:** Developing a club-specific mobile app can offer members easy access to schedules, notifications, and club news, fostering a sense of belonging and engagement.

## 2. Recruitment and Retention of Staff

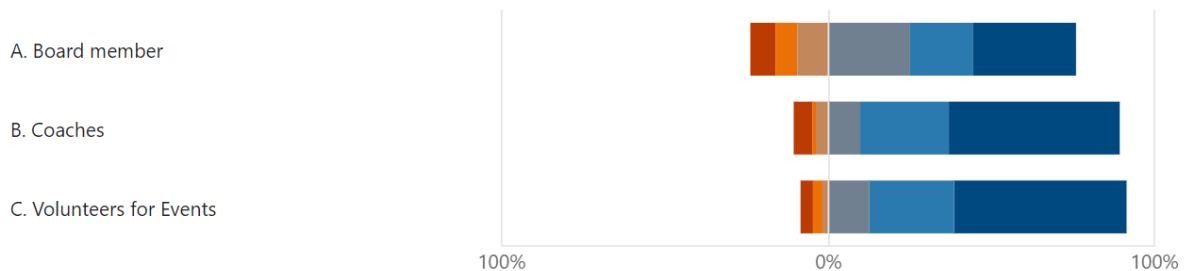
**Coaches Rating: 3.96 | Volunteers Rating: 4.04**

The recruitment and retention of coaches and volunteers is another critical challenge. Coaches are essential for providing quality training and ensuring the club's competitive edge, while volunteers are vital for supporting events and day-to-day operations.

16. HR: Recruitment and retention strategies for volunteers and employees. Rate your interest from 0 (Not Interested) to 5 (Very Interested).

[More Details](#)

0 1 2 3 4 5



### Digital Solutions:

- **Recruitment Platforms:** Utilizing online platforms and job boards dedicated to sports professionals can help clubs find qualified coaches and volunteers. Advertising volunteer opportunities through social media and community websites can also attract interested individuals.
- **Volunteer Management Software:** Implementing software to manage volunteer schedules, track hours, and communicate effectively can enhance the volunteer experience, making it easier to recruit and retain volunteers.
- **Training and Development:** Offering online training modules and certifications can help clubs attract and retain coaches by providing them with opportunities for professional development and growth.

### 3. Availability of Expertise, Time, and Money

**Expertise Rating: 3.91 | Time Rating: 3.81 | Financial Constraints Rating: 3.58**

The lack of expertise, time, and financial resources are significant barriers to digitalization and overall club operations. These constraints prevent clubs from adopting new technologies and implementing necessary changes.

#### Digital Solutions:

- **Educational Resources:** Providing access to online courses, webinars, and tutorials on digitalization and club management can help bridge the expertise gap. These resources can cover topics such as digital marketing, financial management, and technology integration.
- **Time Management Tools:** Time-saving digital tools, such as project management software, automated scheduling, and communication platforms, can help clubs manage their operations more efficiently. These tools free up time for staff and volunteers to focus on core activities.

17. Which digital transformation challenges are most pressing? Rate the urgency of the problem from 0 (Not Urgent) to 5 (Very Urgent).

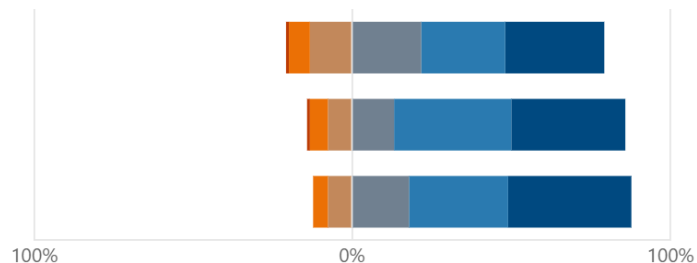
[More Details](#)

■ 0 ■ 1 ■ 2 ■ 3 ■ 4 ■ 5

A. Financial Constraints: Financial barriers to adopting digital technology, including costs for...

B. Time Availability: Time limitations impacting the adoption and maintenance of digital solutions...

C. Expertise Availability: Availability of individuals with digital skills for managing, troubleshooting,...



- **Cost-Effective Digital Tools:** Identifying and promoting affordable digital solutions that offer high value can address financial constraints. This includes open-source software, free online tools, and partnerships with tech providers who can offer discounts or pro-bono services.
- **Revenue-Generating Activities:** Encouraging clubs to engage in digital fundraising, seek sponsorships, and monetize online content can help alleviate financial pressures. Sponsorship acquisition platforms and crowdfunding campaigns are examples of digital tools that can generate revenue.

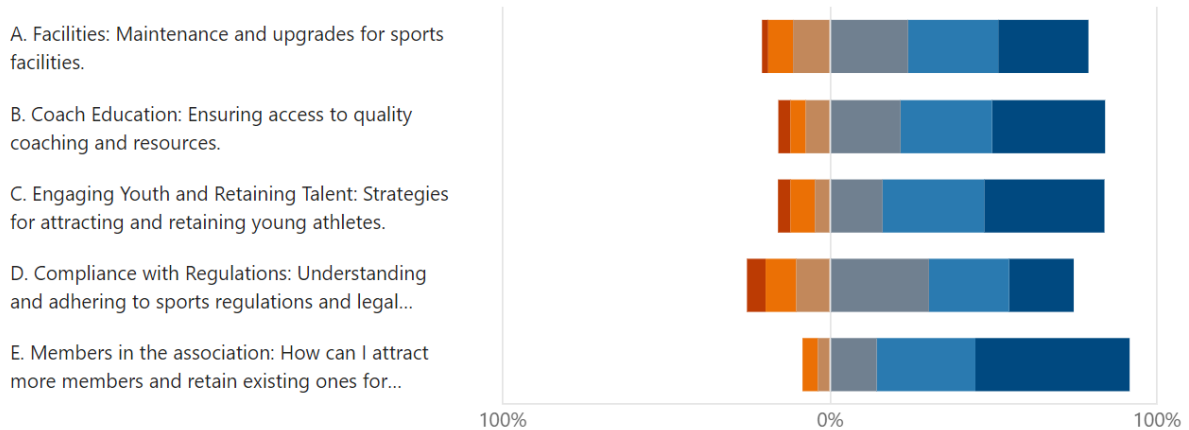
## Additional Challenges

**Engaging Youth and Retaining Talent (Rating: 3.73):** Attracting and retaining young talent is essential for the long-term success of sports clubs. Digital engagement strategies, such as interactive social media campaigns, gamified training apps, and online youth programs, can appeal to younger audiences and keep them involved.

18. Which further topics are relevant to you that should be solved? Rate the urgency of the problem from 0 (Not Urgent) to 5 (Very Urgent).

[More Details](#)

0 1 2 3 4 5



**Facilities Maintenance and Upgrades (Rating: 3.46):** Maintaining and upgrading sports facilities is a significant operational challenge. Digital solutions such as facility management software can help clubs schedule maintenance, track repairs, and plan upgrades efficiently.

**Compliance with Regulations (Rating: 3.17):** While compliance with regulations is necessary, it is one of the lower-ranked challenges. Digital tools can assist in managing compliance by keeping track of regulatory changes, automating reporting processes, and ensuring documentation is up-to-date.

## Conclusion

The survey results highlight the pressing challenges faced by grassroots sports clubs in member recruitment and retention, staff recruitment, and the availability of expertise, time, and financial resources. Digital solutions can provide significant support in addressing these challenges by enhancing operational efficiency, improving member and staff engagement, and offering educational resources. By leveraging these digital tools, grassroots sports clubs can better navigate their current difficulties and continue to thrive in their communities.

## Differences in Challenges and Priorities Based on Club Size

The survey results reveal significant insights into how the challenges and priorities differ among sports clubs of various sizes. By examining the responses from small (less than 500 members), medium-sized (500-3000 members), and large clubs (more than 3000 members), we can tailor our digital solutions to better meet their unique needs.

What topics most relevant?		Number of active member in the club			
	Topic	Total	Below 500	500-3000	Above 3000
1.	Sponsoring - Digital Fundraising and Sponsorship Acquisition.	4,15	4,11	4,04	4,26
2.	Online Membership Management	4,04	4,44	3,81	3,98
3.	Software Integration: Setting up and integrating various software tools	3,92	3,93	3,89	3,98
4.	IT Law and Cybersecurity - GDPR compliance & cybersecurity	3,81	3,93	3,74	3,80
5.	Social Media: Strategies for enhancing online presence	3,78	3,93	3,96	3,60
6.	Digital Marketing Opportunities	3,77	4,00	3,89	3,58
7.	Community Building	3,75	4,30	3,81	3,44
8.	Coach Education: Ensuring access to quality coaching and resources	3,67	4,15	3,70	3,44
9.	Member/Customer Data Management	3,66	3,96	3,63	3,52
10.	Artificial Intelligence (AI) - Using AI to enhance work processes	3,64	3,41	3,41	3,90
11.	Developing an IT/Digitalization Strategy	3,63	3,33	3,85	3,68
12.	Optimize Internal Communication	3,61	3,93	3,33	3,60
13.	Finance and Accounting - Automation for Reporting	3,61	3,74	3,48	3,62
14.	Facility Software: Managing sports halls, tennis courts	3,56	4,07	3,41	3,54



15.	Events: Digital solutions for organizing events	3,55	3,89	3,70	3,28
16.	Finance and Accounting - Digital Invoicing	3,46	3,33	3,67	3,50
17.	Collaborative Work: How to utilize online structures	3,45	3,63	3,26	3,46
18.	Project management - Utilizing digital tools for project management	3,36	3,30	3,30	3,42
19.	Change Management: How do I get the association behind the topic	3,36	3,48	3,22	3,36
20.	Cloud Services - Server vs. Cloud	3,32	3,70	3,04	3,26
21.	Website Development and Management	3,28	4,00	3,37	2,82
22.	Cloud Services - Cloud Migration: How to transition from server to cloud	3,21	3,59	3,41	3,08
23.	Website Optimization/Analytics: Insights from website behavior	3,21	3,74	2,89	2,86
24.	Digital Tools for Coaching and Training	3,07	4,15	2,78	2,62
25.	Data Analytics for Sports Performance	3,02	4,07	2,78	2,56
26.	Essentials for IT Architecture: Considerations for API, cloud, etc.	3,00	3,74	2,67	3,02
27.	E-commerce for Club Merchandise	2,71	3,33	2,41	2,50

## Key Challenges Faced by Different Sized Clubs

### 1. Small Clubs (Less than 500 Members):

- **Member Recruitment and Retention:** Small clubs rated attracting and retaining members as their most pressing challenge, with an average score of 4.48. Digital tools that streamline membership management and enhance communication are crucial for these clubs.
- **Recruitment of Coaches and Volunteers:** High scores for the recruitment of coaches (4.15) and volunteers (4.04) indicate that small clubs struggle significantly with staffing.

- **Engaging Youth:** Retaining young members and engaging youth is another critical challenge, scoring 4.44. Programs and digital initiatives aimed at youth engagement could be highly beneficial.
2. **Medium-Sized Clubs (500-3000 Members):**
- **Digital Marketing and Sponsorship:** Medium-sized clubs show a balanced interest in sponsorship and digital marketing opportunities, both scoring around 3.89 to 4.04. This indicates a need for comprehensive digital marketing strategies and tools to attract sponsors and enhance visibility.
  - **IT and Digitalization Strategy:** Developing an IT/digitalization strategy (3.85) and ensuring cybersecurity compliance (3.74) are notable priorities. These clubs are at a stage where structured digital strategies can significantly impact their operations.
  - **Community Building and Coach Education:** Both community building (3.81) and coach education (3.70) are important, reflecting a need to strengthen internal cohesion and improve coaching quality.
3. **Large Clubs (More than 3000 Members):**
- **Sponsorship and Advanced Technologies:** Sponsorship is the top priority for large clubs, with a score of 4.26. Additionally, large clubs show a significant interest in advanced topics like artificial intelligence (3.90) and automation in finance and accounting (3.62). These clubs are looking to leverage cutting-edge technologies to enhance their operations.
  - **Software Integration and Online Membership Management:** Both software integration (3.98) and online membership management (3.98) are critical, indicating a need for sophisticated, integrated digital systems.
  - **Internal Communication and Cybersecurity:** Optimizing internal communication (3.60) and ensuring cybersecurity (3.80) are also key concerns, underscoring the complexity and scale of managing large organizations.

## Specific Digital Needs and Preferences

### Top Topics by Club Size:

#### Small Clubs:

- **Online Membership Management (4.44):** Essential for handling member data and communications efficiently.
- **Community Building (4.30):** Focus on fostering a strong sense of community.
- **Coach Education (4.15) and Digital Tools for Coaching (4.15):** High demand for resources that enhance coaching quality.

- **Facility Software (4.07):** Managing and scheduling facilities effectively.
- **Data Analytics for Sports Performance (4.07):** Interest in using data to improve sports performance.

#### Medium-Sized Clubs:

- **Sponsorship and Digital Marketing (4.04 and 3.89):** Attracting sponsors and enhancing digital presence are critical.
- **IT/Digitalization Strategy (3.85):** Developing comprehensive digital strategies.
- **Community Building (3.81):** Strengthening internal connections and engagement.
- **Events Management (3.70):** Efficiently organizing and managing sports events.

#### Large Clubs:

- **Sponsorship (4.26):** Major focus on securing financial backing through sponsorships.
- **Artificial Intelligence (3.90):** Utilizing AI for enhancing work processes.
- **Automation in Finance (3.62):** Streamlining financial operations with automation tools.
- **IT Law and Cybersecurity (3.80):** Ensuring compliance and protecting data.

#### Preferred Medium for Content Delivery

What do find on the website?		Number of active member in the club			
	Topic	Total	Below 500	500-3000	Above 3000
1.	Tool Recommendations	4,15	4,11	4,04	4,26
2.	Digital Check	3,91	4,15	4,00	3,76
3.	Educational Course for club managers	3,82	4,11	4,15	3,80
4.	How to Guidelines – Step-by-step instructions	3,76	4,00	3,67	3,68

Overview of tools is very relevant for all groups, with a particularly high value for large sports clubs with over 3,000 members.

The digital check becomes particularly relevant the smaller the club, which suggests that they need more help to determine the situation.

The need for learning courses and instructions is also greater for smaller courses than for large clubs.

Basically, all areas have very high values. Large sports clubs are particularly helped by software suggestions, while smaller clubs tend to have a higher relevance for digital checks, knowledge and checklists.

#### Explanatory Videos:

- Preferred by all clubs, with small clubs rating it the highest at 4.56. This preference suggests a strong demand for visual and auditory content that can effectively communicate complex information.

#### Text Explanations:

- Text is the second most preferred medium, particularly for smaller clubs (3.67). Detailed written guides and articles complementing video content can be beneficial.

#### Podcasts and Audio Content:

- These formats are less popular, with podcasts scoring 2.99 and other audio content scoring lower. This indicates that clubs prefer more interactive and visually engaging formats.

#### Addressing Common Challenges

Despite size differences, certain challenges are universally acknowledged, including the need for financial resources, time, and expertise.

How to consume content?		Number of active member in the club			
	Topic	Total	Below 500	500-3000	Above 3000
1.	Explanatory videos	4,36	4,56	4,48	4,18
2.	Text explanations	3,42	3,67	3,56	3,18
3.	Podcasts addressing specific problems	2,99	3,26	2,67	2,76
4.	Narrated text that explains a specific topic	2,38	2,81	2,44	2,08
5.	Audio content	2,37	2,96	1,85	2,24

These consistent concerns across all club sizes highlight the importance of creating a platform that is:

- **Cost-Effective:** Providing affordable or free digital tools and resources.
- **Time-Efficient:** Offering solutions that save time and streamline operations.

- **Knowledge-Rich:** Delivering comprehensive educational materials to bridge the expertise gap.

What challenges the biggest?		Number of active member in the club			
	Topic	Total	Below 500	500-3000	Above 3000
1.	How can I attract more members and retain existing ones for longer?	<b>4,10</b>	<b>4,48</b>	<b>4,11</b>	<b>3,96</b>
2.	HR – Recruitment and retention of: Volunteers for Events	<b>4,04</b>	<b>4,37</b>	<b>4,52</b>	<b>3,60</b>
3.	HR – Recruitment and retention of: Coaches	<b>3,96</b>	<b>4,37</b>	<b>4,19</b>	<b>3,62</b>
4.	Most pressing transformation challenge: Expertise Availability	<b>3,91</b>	<b>3,89</b>	<b>3,96</b>	<b>3,84</b>
5.	Most pressing transformation challenge: Time Availability	<b>3,81</b>	<b>3,67</b>	<b>4,04</b>	<b>3,74</b>
6.	Engaging Youth and Retaining Talent	<b>3,73</b>	<b>4,44</b>	<b>3,96</b>	<b>3,26</b>
7.	Most pressing transformation challenge: Financial Constraints	<b>3,58</b>	<b>3,59</b>	<b>3,59</b>	<b>3,36</b>
8.	Facilities: Maintenance and upgrades for sports facilities	<b>3,46</b>	<b>3,44</b>	<b>3,41</b>	<b>3,46</b>
9.	HR – Recruitment and retention of: Board member	<b>3,25</b>	<b>3,63</b>	<b>3,44</b>	<b>2,90</b>
10.	Compliance with Regulations	<b>3,17</b>	<b>3,93</b>	<b>2,96</b>	<b>2,90</b>

#### Top topics per size

In the next step, we go through the different groups and see which topics achieve the highest average values. For clubs with less than 500 members, the topic of members is very important. The aim here is to manage them as well as possible. Other topics that stand out are coach education and facility software, which are otherwise not so high among larger clubs.

What topics most relevant?		Member
	Topic	Below 500
1.	Online Membership Management	4,44
2.	Community Building	4,30
3.	Coach Education: Ensuring access to quality coaching and resources	4,15
4.	Digital Tools for Coaching and Training	4,15
5.	Sponsoring - Digital Fundraising and Sponsorship Acquisition.	4,11
6.	Facility Software: Managing sports halls, tennis courts	4,07
7.	Data Analytics for Sports Performance	4,07
8.	Digital Marketing Opportunities	4,00
9.	Website Development and Management	4,00
10.	Member/Customer Data Management	3,96

Clubs with 500 - 3000 members are very similar to the overall ranking. There are no major differences here except for Coach Education. Topics relating to improved digital marketing for various stakeholders play a major role. This means achieving reach for groups such as members or sponsors. A second part deals with the topic of IT architecture, how a strategy and topics such as interfaces should be handled.

What topics most relevant?		Member
	Topic	500-3000
1.	Sponsoring - Digital Fundraising and Sponsorship Acquisition.	4,04
2.	Social Media: Strategies for enhancing online presence	3,96
3.	Software Integration: Setting up and integrating various software tools	3,89
4.	Digital Marketing Opportunities	3,89
5.	Developing an IT/Digitalization Strategy	3,85
6.	Online Membership Management	3,81
7.	Community Building	3,81
8.	IT Law and Cybersecurity - GDPR compliance & cybersecurity	3,74
9.	Coach Education: Ensuring access to quality coaching and resources	3,70
10.	Events: Digital solutions for organizing events	3,70

For clubs with more than 3,000 members, sponsorship is by far the most important topic. It is also in the top 10 for the other sizes, but not by such a large margin. A topic that only

appears in large sports clubs is artificial intelligence in 4th place, as well as automation in the area of finance and accounting. These more advanced topics show the somewhat further development in such clubs, as they already want to devote themselves to more advanced IT topics.

<b>What topics most relevant?</b>		<b>Member</b>
	<b>Topic</b>	<b>Above 3000</b>
1.	Sponsoring - Digital Fundraising and Sponsorship Acquisition.	<b>4,26</b>
2.	Online Membership Management	<b>3,98</b>
3.	Software Integration: Setting up and integrating various software tools	<b>3,98</b>
4.	Artificial Intelligence (AI) - Using AI to enhance work processes	<b>3,90</b>
5.	IT Law and Cybersecurity - GDPR compliance & cybersecurity	<b>3,80</b>
6.	Developing an IT/Digitalization Strategy	<b>3,68</b>
7.	Finance and Accounting - Automation for Reporting	<b>3,62</b>
8.	Social Media: Strategies for enhancing online presence	<b>3,60</b>
9.	Optimize Internal Communication	<b>3,60</b>
10.	Digital Marketing Opportunities	<b>3,58</b>

## Conclusion

The survey results underscore the importance of tailoring digital solutions to meet the specific needs of sports clubs based on their size. By addressing the unique challenges and priorities of small, medium-sized, and large clubs, the DigiRoot platform can provide targeted support that enhances their operations, improves member and staff engagement, and leverages digital technologies effectively. Whether through advanced AI tools for large clubs or community-building initiatives for small clubs, the platform can play a pivotal role in the digital transformation of grassroots sports.

## Differences in Digital Priorities Across Countries

In addition to analyzing the differences between small and large grassroots sports clubs, it is crucial to understand how digital priorities vary across different countries. Our survey focused on four partner countries: Germany, Croatia, Greece, and Bulgaria, each represented by a large multi-sport club that engages with various other clubs in their network. This analysis provides insights into the specific digital needs and preferences of clubs in each country.

### Bulgaria

#### Key Priorities:

1. **Data Analytics for Sports Performance (4.27):** This is the highest-rated topic, indicating a strong interest in using data to enhance training and performance.
2. **HR - Recruitment and Retention of Volunteers for Events (4.09):** Emphasizes the need for strategies to attract and retain volunteers.
3. **Social Media Strategies (4.00):** Highlighting the importance of enhancing online presence.
4. **Online Membership Management (4.00):** Essential for efficient member administration.
5. **Events Management (4.00):** Digital solutions for organizing events are highly valued.
6. **IT Law and Cybersecurity (3.91):** Ensuring compliance and protecting data.
7. **Digital Tools for Coaching and Training (3.91):** Tools to support coaches and training programs.
8. **Website Development and Management (3.82):** Importance of maintaining a strong online presence.
9. **Member/Customer Data Management (3.82):** Efficient management of member data.
10. **Facility Software (3.82):** Managing sports facilities effectively.

Bulgaria shows a notable interest in data analytics, which is relatively unique compared to other countries. There is also a balanced focus on event management, cybersecurity, and coaching tools.

### Croatia

#### Key Priorities:

1. **Online Membership Management (4.73):** The highest priority, indicating a strong need for effective membership systems.



2. **HR - Recruitment and Retention of Coaches and Volunteers (4.36):** Critical for staffing events and programs.
3. **Social Media Strategies (4.18):** Enhancing online visibility and engagement.
4. **Digital Marketing Opportunities (4.18):** Leveraging digital marketing for growth.
5. **Community Building (4.18):** Fostering a strong sense of community.
6. **Sponsoring - Digital Fundraising and Sponsorship Acquisition (4.18):** Securing financial support.
7. **Website Development and Management (4.09):** Maintaining a professional web presence.
8. **Software Integration (4.09):** Ensuring seamless operation across digital tools.
9. **Digital Tools for Coaching and Training (4.09):** Supporting coaching efforts with technology.

Croatia exhibits a high demand for a wide range of digital tools, with particularly high ratings for membership management, HR, and digital marketing. The uniform high scores suggest a strong overall interest in digital transformation.

## Germany

### Key Priorities:

1. **Sponsoring - Digital Fundraising and Sponsorship Acquisition (4.28):** Top priority for securing funds.
2. **HR - Recruitment and Retention of Coaches (4.19):** Critical for maintaining coaching quality.
3. **HR - Recruitment and Retention of Volunteers for Events (4.10):** Important for event staffing.
4. **Software Integration (3.96):** Ensuring digital tools work together smoothly.
5. **Online Membership Management (3.94):** Efficient member administration.
6. **Social Media Strategies (3.82):** Enhancing online presence.
7. **IT Law and Cybersecurity (3.79):** Ensuring data protection and compliance.
8. **Artificial Intelligence (AI) - Using AI to Enhance Work Processes (3.78):** Reflects interest in advanced technologies.
9. **Finance and Accounting - Automation for Reporting (3.75):** Streamlining financial operations.

**10. Digital Marketing Opportunities (3.71):** Leveraging digital marketing for growth.

Germany's top priorities align closely with overall trends but show a particular interest in advanced topics like AI and automation, likely due to the presence of larger and more technologically advanced clubs.

## Greece

### Key Priorities:

1. **Software Integration (4.22):** Highest priority for seamless digital operations.
2. **Online Membership Management (4.11):** Important for member administration.
3. **IT Law and Cybersecurity (4.00):** Ensuring compliance and data protection.
4. **Events Management (4.00):** Digital solutions for organizing events.
5. **Digital Tools for Coaching and Training (4.00):** Supporting coaching with technology.
6. **Member/Customer Data Management (3.89):** Efficiently handling member data.
7. **Facility Software (3.89):** Managing sports facilities effectively.
8. **Finance and Accounting - Digital Invoicing (3.89):** Streamlining invoicing processes.
9. **HR - Recruitment and Retention of Volunteers for Events (3.89):** Ensuring adequate staffing for events.
10. **Digital Marketing Opportunities (3.78):** Leveraging digital marketing for growth.

Greece shows a strong preference for IT and software solutions, indicating a significant focus on technological infrastructure and security. This focus aligns with a need for robust systems to manage various aspects of club operations.

## Preferences for Website Features by Country

Where are you from?	Bulgaria	Croatia	Germany	Greece	Total
<b>A. Digital Check</b>	3,55	3,91	3,96	4,22	<b>3,91</b>
<b>B. Tool Recommendations</b>	3,55	4,18	4,28	3,67	<b>4,15</b>
<b>C. Educational Course</b>	4,00	3,91	3,79	4,00	<b>3,82</b>
<b>D. How-to Guidelines</b>	3,82	3,82	3,76	3,89	<b>3,76</b>

### Bulgaria:

- **Educational Courses (4.00):** High demand for structured learning materials.
- **Digital Check and Tool Recommendations (3.55):** Moderate interest in these features.
- **How-to Guidelines (3.82):** Useful for step-by-step instructions.

### Croatia:

- **Tool Recommendations (4.18):** Highest preference, indicating a need for curated digital tools.
- **Digital Check and Educational Courses (3.91):** Important for evaluating digital readiness and learning.
- **How-to Guidelines (3.82):** Useful for practical implementation.

### Germany:

- **Tool Recommendations (4.28):** Strong preference for expert advice on digital tools.
- **Digital Check (3.96):** High interest in evaluating digital capabilities.
- **Educational Courses and How-to Guidelines (3.79 and 3.76):** Moderate interest in structured learning and practical guides.

### Greece:

- **Digital Check (4.22):** Highest interest, reflecting a need for digital evaluations.
- **Educational Courses (4.00):** Strong demand for learning resources.
- **How-to Guidelines (3.89):** Useful for practical implementation.
- **Tool Recommendations (3.67):** Lower interest compared to other countries.

## Conclusion

The survey reveals diverse preferences and priorities for digital services among the four countries. While there are common themes, such as a high interest in online membership management and digital marketing, specific needs vary. Bulgaria shows a unique interest in data analytics and facility management. Croatia demonstrates a strong overall demand for digital tools, particularly in membership management and HR. Germany highlights advanced topics like AI and automation, while Greece focuses on software integration and cybersecurity.

These insights are crucial for designing and prioritizing digital services tailored to each country's unique context. By addressing these specific needs, we can develop a platform that effectively supports the digital transformation of grassroots sports clubs across Europe.

## Overall Conclusion of the Survey Results

The survey conducted as part of the DigiRoot project offers a comprehensive view of the digital needs and priorities of grassroots sports clubs across Europe. By gathering data from clubs in Germany, Croatia, Greece, and Bulgaria, and analyzing the responses from clubs of various sizes, we have gained valuable insights that will guide the development of our digital platform. The findings underscore the diverse challenges faced by these clubs and highlight the potential of digital solutions to enhance their operations and engagement.

### Key Findings and Insights

**1. Universal Challenges and Needs:** Across all surveyed clubs, certain challenges emerged as universal concerns. Member recruitment and retention, staff recruitment (particularly coaches and volunteers), and the availability of expertise, time, and financial resources are critical issues. These challenges have been exacerbated by recent crises, including the refugee crisis, the COVID-19 pandemic, and ongoing inflation. Digital tools can play a significant role in addressing these challenges by streamlining operations, improving communication, and enhancing member engagement.

**2. High Priority Areas:** The highest priority areas identified by the survey include digital fundraising and sponsorship acquisition, online membership management, and software integration. Clubs are keen to secure financial stability through digital means, streamline administrative processes, and ensure seamless operation across various digital tools. These areas received consistently high ratings, indicating a strong demand for practical and effective digital solutions.

**3. Differences Based on Club Size:** The survey revealed notable differences in digital priorities based on the size of the clubs. Small clubs (less than 500 members) prioritize membership management, community building, and the recruitment of coaches and volunteers. Medium-sized clubs (500-3000 members) focus on digital marketing, sponsorship, and developing comprehensive IT/digitalization strategies. Large clubs (more than 3000 members) show a significant interest in advanced technologies such as artificial intelligence and automation in finance and accounting. These findings suggest that digital solutions need to be tailored to the specific needs and capacities of clubs based on their size.

**4. Country-Specific Preferences:** The survey highlighted distinct preferences and priorities across the four partner countries. Bulgarian clubs show a unique interest in data analytics and facility management, while Croatian clubs demonstrate a strong overall demand for digital tools, particularly in membership management and HR. German clubs highlight advanced topics like AI and automation, reflecting the presence of larger and more technologically advanced clubs. Greek clubs focus on software integration and cybersecurity, indicating a significant emphasis on technological infrastructure and security. These country-specific insights are crucial for designing digital services that resonate with the unique contexts and needs of clubs in each country.

**5. Preferred Medium for Content Delivery:** Explanatory videos emerged as the most preferred medium for learning and content delivery across all club sizes and countries. This preference underscores the importance of visual and auditory content that effectively communicates complex information. Text explanations are also valued, particularly by smaller clubs, while

audio-only formats like podcasts and narrated texts are less popular. These findings will guide the creation of engaging and accessible content for the DigiRoot platform.

## Recommendations for Platform Development

Based on the survey results, several recommendations can be made for the development of the DigiRoot platform:

- 1. Focus on High Priority Areas:** The platform should prioritize digital tools and resources that address the highest-rated areas, including digital fundraising and sponsorship acquisition, online membership management, and software integration. Providing practical solutions in these areas will meet the immediate needs of most clubs.
- 2. Tailor Solutions to Club Size:** Recognizing the different needs of small, medium-sized, and large clubs, the platform should offer tailored solutions. Small clubs may benefit from tools that enhance community building and youth engagement, while medium-sized clubs might require comprehensive digital marketing strategies. Large clubs will likely seek advanced technological solutions such as AI and automation tools.
- 3. Country-Specific Customization:** The platform should include country-specific content and tools that reflect the unique preferences and priorities of clubs in each country. This customization will ensure that the platform is relevant and valuable to users across different regions.
- 4. Emphasize Video Content:** Given the strong preference for explanatory videos, the platform should prioritize video tutorials and courses. These should be concise, engaging, and informative, covering a wide range of topics from basic digital tools to advanced strategies.
- 5. Provide Educational Resources:** To address the lack of expertise and time, the platform should offer a robust library of educational resources, including online courses, webinars, and how-to guides. These resources will empower club managers and staff to effectively implement digital solutions.

## Conclusion

The survey results provide a clear roadmap for the development of the DigiRoot platform. By addressing the universal challenges faced by grassroots sports clubs and tailoring digital solutions to their specific needs, we can create a platform that significantly enhances their operations and engagement. The strong interest in digital tools and learning resources across all countries highlights the potential for digital transformation in grassroots sports. With careful attention to the unique contexts of different clubs and regions, the DigiRoot platform can become an invaluable resource for grassroots sports clubs, helping them thrive in an increasingly digital world.