

# TOP 5 COACH & PARENT COMPLAINTS ABOUT YOUTH SPORTS TOURNAMENTS OR LEAGUES *AND THE SOLUTIONS FOR ORGANIZERS*

## 1. Complaint: REFEREES & UMPIRES

- Despite some of the best youth sports people being our referees and umpires they are the most heavily scrutinized. It is very unfortunate but there is very little that can be done to prevent coaches and parents from complaining about referees or umpires unless you draw a hard line.

### Solution: ZERO-TOLERANCE POLICY

- Implement a zero-tolerance policy that if a single negative comment is made to a referee or umpire at any time the coach or parent is out of the event.

## 2. Complaint: CHEATING

- It seems that whenever a team loses the most common thing coaches and parents complain about is the age or grade of the players on the opposing team.
- They immediately accuse the other team of having older kids and playing them down vs younger players.
- They are often correct as older kids playing down in youth sports is the most common violation of tournament and league rules given that most organizers do not check the players properly.

### Solution: NATIONAL SPORTS ID

- Implement [National Sports ID](#) into the registration process of your tournament or league so that all players are properly verified and teams are placed in the appropriate divisions. You may think that implementing such a process could hurt your enrollment but it is quite the opposite.
- All of the organizations that NSID has partnered with have grown dramatically over the past few years given the increased quality of their events. Coaches and parents appreciate the fact the teams are competing on a fair playing field.

## 3. Complaint: SCHEDULING PROCESS

- Setting your tournament or league schedule is always a cumbersome task but it has become more difficult to manage given that game time requests have become more customized.
- Youth Sports Organizers want to offer the most flexible scheduling possible in hopes that teams will come to play in their events.

### Solution: CLEAR MESSAGING & EASY SCHEDULING SOFTWARE

- Communicate upfront that either scheduling requests must be made by a certain date before the events starts or do not allow them at all.
- It is also smart to make ensure you have an effective scheduling and communication software so that you can easily notify all participants if a scheduling change occurs.

#### **4. Complaint: REGISTRATION PROCESS**

- After the pandemic, more people than ever are comfortable entering information and making payments online.
- The convenience that comes with a good online registration should not be underestimated.
- If you currently have a registration process that is difficult or complex then it can cause frustration for coaches and parents and they complain.

##### **Solution: USE REGISTRATION SOFTWARE THAT PROVIDES CUSTOMER SUPPORT**

- Find a good online registration process that not only has fair credit card processing fees but provides customer support to your coaches and parents in a timely fashion.
- Most coaches and parents understand there are challenges with online registration processes but you can alleviate most headaches if the platform you choose has a solid customer support team to help your customers through the process of registering the team or a child.

#### **5. Complaint: FINDING TOURNAMENT INFO**

- As you know people are used to being able to access important information about youth sports tournaments and leagues online at any time.
- When coaches and parents cannot find answers to tournament or league questions they become frustrated and it usually leads to an email complaint or bad review online.
- Coaches and parents are extremely busy and the more effort you put into making information clear and accessible the more they will appreciate your organizations events.

##### **Solution: LEARN HOW TO MANAGE YOUR WEBSITE, SOCIAL MEDIA & MARKETING OUTLETS**

- Take the time to learn how to manage your website, social media and marketing outlets or invest in a platform that can do this for you. Most website are user-friendly content managers that allow for everyday business owners to do a lot of their own work.
- You can also find endless tutorials and how-tos in the internet but we suggest [Udemy](#) for online courses to teach you anything from website, social media or marketing strategies.
- If you learn these skills you can then direct employees on the proper strategies and messaging to ensure that the coaches and parents get the proper information and easy ways to find it.

We strongly suggest working with a solid event partner or platform that provides all or as many of these services as possible. National Sports ID is loaded with [features for youth sports organizers](#). We not only enforce the rules and requirements of events by verifying the age and grade of youth athletes but we also provide dozens of services that are designed to eliminate the headaches from our partners' event organizers and provide a better event for the players.