SKYCOURT FITNESS

Box League #1

Group A 💬   Session complete

League Player	Brock vs Opponent	Points	Session Record
Brock Lee	---	6	1-1
Mario Speedwagon	2-3	3	1-0
Paul Molive	3-1	1	0-1
Terry Aki	?-?	0	0-0
Anna Mull	?-?	0	0-0
Cliff Hanger	?-?	0	0-0

Record Score | View Standings | Step Out | MANAGE

Configuring Membership Packages

Selling Club Memberships

SkyCourt is an online club management system. Part of SkyCourt's functionality is selling club memberships online for your club. This guide will explain how to configure your club memberships in SkyCourt to enable online sales.

MEMBERSHIP TYPES AND MEMBERSHIP PACKAGES

When configuring SkyCourt to sell club memberships, there are two concepts that the club administrator must understand. The first is *Membership Types*. A membership type is a named group of people. A membership type can then be used for several tasks within SkyCourt, such as email communication or court booking restrictions. The second concept is *Membership Packages*. Membership packages are what your club members purchase to become members in Membership types.

Since membership packages are separate from membership types, the club can provide multiple packages to grant the same membership type at different prices or under different conditions.

When setting up SkyCourt, it is usually best to first create the set of membership types that are needed to run the club. Then create the set of membership packages based on the memberships that the club wants to sell and which membership types they grant to the purchasing member.

A QUICK EXAMPLE

Let's start with a quick example. Let's assume that your club has a Full Tennis membership. This membership provides members with full booking privileges for the courts, where other members have limited booking privileges. Let's also assume that your club has an initiation fee that is paid the first year, but not paid on renewal.

In this case the club would create a membership type called "Full Tennis". This membership type would be used on the tennis courts definition to provide enhanced booking rules compared to other members.

The club would also create two packages for sale. The first package could be called "Full Tennis – New Member" and the second package could be called "Full Tennis – renewal". Each package contains its own price. The new member package would include the yearly fee as well as the initiation fee, where as the renewal package's fee would only contain a yearly fee with no initiation. But each package would grant the member access to the Full Tennis membership type.

The rest of this guide will go into more details about packages and how to set them up.

Scenarios

This section contains some sample scenarios of how clubs might want to sell memberships and the corresponding SkyCourt configuration that implements the scenario.

YEARLY MEMBERSHIP

In this scenario, the club charges their members yearly for the membership. There is no subscription or auto-renew, the member must purchase the membership each year. This is common in a seasonal club.

In this scenario we recommend having a membership type called "Active Members". This membership type will contain all the members who are active and paid up for the current year.

We also recommend having a SmartType™ membership type called "Expired Members" that is automatically populated with members who do not belong to any other membership types. This allows you to see who is no longer a member. It also allows you to send a marketing email to just those people who have let their membership lapse.

With the membership types configured, a membership package can be created to sell the club's yearly membership. This package might be

called "Yearly membership". You can configure it with the price that is to be paid. The price will be configured to not be a subscription.

Since this is the only membership package, there would be no restrictions on who can purchase the package and the package would provide membership into the "Active Membership" type, with an expiration of a specific day of the year.

YEARLY MEMBERSHIP, RENEWAL DISCOUNT

This scenario is like the Yearly Membership. The difference is that the club would like to offer a discount for members who renew while they are still members from the previous year.

The setup would be the same as the Yearly Membership scenario. However, a second Membership Package would be created called "Yearly membership renewal". This package's price would reflect the renewal discounted price. It would also have a restriction that it can only be purchased by people who belong to the "Active Members" membership type.

SUBSCRIPTION

This scenario has the member paying monthly. It may or may not include an initiation fee. It may or may not include a special price for an initial period of time.

The membership type setup is the same as the yearly membership setup. The monthly subscription package would be configured as a subscription. SkyCourt will remember the member's credit card information and charge their card each month on the day of month configured in the package. The package would be configured to put the member into the "Active Members" membership type.

When the member cancels the subscription, they would be removed from the Active Members membership type and SkyCourt would

discard their credit card information and stop charging them the subscription fee each month.

The package can be configured to have the subscription be monthly or yearly. The package con be configured to include an initiation fee or not. If an initiation fee is configured, then SkyCourt will charge them an initiation fee and the first month's subscription fee when they purchase the package. The package can also be configured to include a special price for an initial period of time, with a number of options for how to define that initial period of time.

YEARLY RESTRICTED MEMBERSHIP WITH 30 DAY FULL TRIAL

In this scenario, the club has different tiers of membership. Each tier provides its own level of service from the club. The club has decided that when a brand-new person joins the club, they are granted the top tier membership for 30 days to attempt to upsell the member to a higher tier membership. This trial is only available when a brand-new member joins the club.

To accomplish this, the club would configure a membership type for each tier of service. Let's call them Gold, Silver, and Bronze.

There would be 6 packages created:

- *Gold – new member*
- *Gold – renewal*
- *Sliver – new member*
- *Silver – renewal*
- *Bronze – new member*
- *Bronze – renewal*

Each renewal membership would be configured to place the member into the corresponding membership type. The Gold – new member would also place the member in the gold membership type.

The Silver – new member and Bronze – new member packages would place the member in the silver and bronze membership type respectively. But they would also place the member into the gold membership type with an expiration date of 30 days from the purchase date.

The member would then be able to gain access to the gold level of service for 30 days. At the end of the 30 days, SkyCourt will automatically remove the member from the gold membership type, leaving them in the silver or bronze membership type.

Configuration

Configuring Membership Packages is done on the Membership Packages tab of the Membership page. You can navigate to that page by clicking on the Club Admin menu in the main navigation menu, then in the Memberships tile, click on the Membership Package button.

The Membership Package tab uses a left-hand navigation model for the page. The items on the left side include a Summary panel and a panel for each of the packages defined by your club. You can use the left-hand navigation to switch the right-hand panel between the different packages to view the package definitions.

SUMMARY PANEL

If you have not yet defined any membership packages, the summary panel is where you will find the button to "Add a new membership package". Clicking that button will walk you through the steps to create your first package.

The summary panel will also show you some initial help to get you started when you do not have any packages defined. If you do have packages defined and you want to refer to the help pages again, you can click on the blue 'i' icon to bring up the help information.

When you do have membership packages defined, you will se a table of those packages under the label "Active membership packages".

+ **Add a new membership package**   🔍

Active Membership Packages

Name	By Line	Enabled	
Adult	18 and over	☑	⧉
Family	2 parents and children under 18	☑	⧉
Senior	65 and over	☑	⧉
Junior	17 and under	☑	⧉

Load disabled membership packages

ENABLING/DISABLING PACKAGES

Notice that there is a column labelled "Enabled". If you click on one of those checkboxes, you will disable that particular package and the package will be removed from the "Active Membership Packages" table and a "Disabled Membership Packages" table will appear.

+ Add a new membership package   🔍

Active Membership Packages

Name	By Line		Enabled	
Adult	18 and over		☑	⧉
Family	2 parents and children under 18		☑	⧉
Junior	17 and under		☑	⧉

Disabled Membership Packages

Name	By Line	Enabled		
Senior	65 and over	☐	🗑	⧉

To re-enable the membership package, click on the empty checkbox in the Enabled column of the "Disabled Membership Package" table. The package will become enabled and move back to the active table.

The enabled state of a package controls if it is shown on the sales page or not. Only enabled packages are shown on the sales page.

DELETING PACKAGES

Deleting an active package is a two-step process. You must first disable the package to move it to the disabled table. Once the package is in the disabled table, you can click on the trash can icon to remove the package. A confirmation dialog appears, click "Delete" to remove the package.

When a package is deleted, it is not removed from the system. It stays so that it can be referenced in reports and on the member's Purchases page.

If you need to recover a deleted package, please contact SkyCourt support and they will be happy to assist in retrieving the package.

PACKAGE ORDER

You have control over the order of the packages on the sales page. This order is controlled by dragging the packages in the active table into the order that you want them to appear.

When you hover over a row of the active table, you will see a grab handle appear at the beginning of the row.

Click on the grab handle and drag while holding down the mouse. Drop the package in the position that you want it to be shown on the sales page.

Note that clicking anywhere else on the row will take you to the edit panel for that package.

CLONING PACKAGES

Sometimes it is easiest to make a new package by cloning an existing package. For instance, you might be running a holiday sale on a particular membership. The only difference between the holiday sale package and the regular package is going to be when it is visible on the sales page and the price.

The easiest way to create the holiday sale package is to clone the regular package. You do this by clicking on the copy icon. It is the icon at the end of the row in the active table.

When you click on that button, a new copy is created. You can click on the copy to change any of the values that you need to, such as the name, price etc.

VIEWING PACKAGES

SkyCourt has been designed to be easy to use. With this in mind, if you have a change that needs to be made to each of the packages, you can select your first package and navigate to the details tab of the package that needs to be changed, for instance, the Memberships tab.

You can then make your change for the first package, then click on the second package in the left-hand list. Note that when you click on the second package, the package details change but you are left on the same Memberships tab.

This allows you to quickly jump between packages making changes to the same portion of the package or just comparing the same information on each of the packages.

Anatomy of a Package

A membership package consists of 6 areas.

1. *Description – what the member sees on the sale page*
2. *Availability – when and where will the package be for sale*
3. *Restrictions – who can purchase the membership*
4. *Price – how much will it cost*
5. *Memberships – which member types will be granted to the member who purchases the package*
6. *Accounting – which accounts will be used for reporting (See the documentation about selling at the club)*

DESCRIPTION

Description   Availability   Restrictions   Price   Memberships   Accounting

A package definition starts with a name and a description. These will be displayed to your member as they decide which package to purchase.
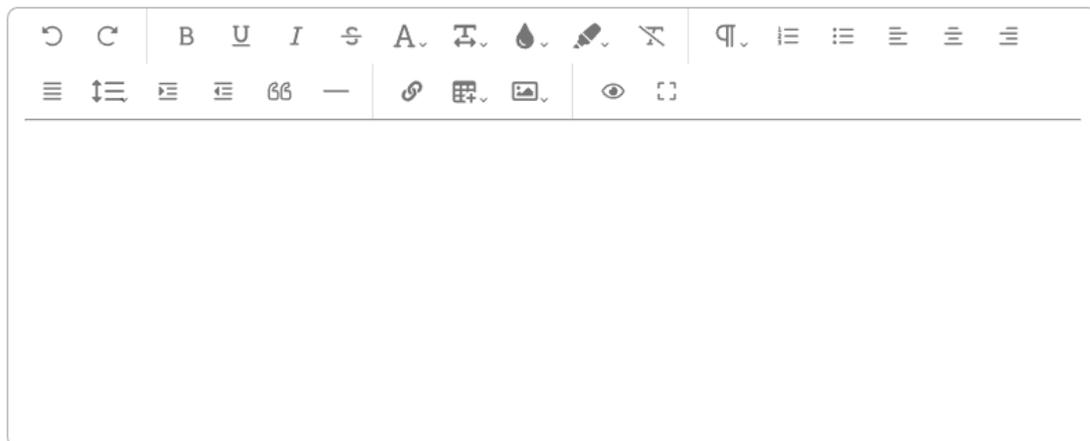
☑ Enabled

Name
Adult

By Line
18 and over

This section contains four items:

- *Enabled*
  If the package is enabled, then it is shown on the appropriate sales page. You can disable a membership package at any time to remove it from the sales page. When it is disabled, it will not be available for purchase.
- *Name*
  This is the name of the package that the member will see. They will see this name on the sales page as well as in their purchase history.
- *By Line*

This is a one liner that describes the package on the sales page. Th description of the package is hidden behind a "show details" link, but the Name and the By Line are displayed prominently in the list of packages for sale on the sales page.

- *Description*

This is a formatted description of what the member will receive by purchasing this package. You can use all the regular formatting tools to make the description show up as you would like it to. The description is displayed if the person clicks on a "show details" link on the package item on the sales page.

AVAILABILITY

There are two sales pages in SkyCourt. There is a sales page that can only be viewed by your existing members. This is called the internal sales page. And there is a sales page that can be viewed by anyone on the world wide web. This is called the public sales page.

You can control which sales page the package is displayed on. For each sales page, you can control the timing of when the package is displayed and when it is available for sale.

The visibility date controls when it will be shown on the sales page. Before this date the package will not be visible. You can have a delay from the time it is visible to the time it is available for sale.

Once the package is available for sale, you can control when the package is no longer available for sale. Once the package is no longer for sale, it will no longer be visible.

There are separate dates for both sales pages. There is also a convenient button to copy the dates setup for the internal page over to the public page. This is handy when you want the same settings on both pages.

Each setting can also be set to "no date". In the case of visibility, this means that the package is always visible on the page. In the case of sales start date, this means that as soon as the package is visible, it is available for sale. The "no date" for the sales end date means that once the package becomes available for sale, it never stops being available for sale.

RESTRICTIONS

Description   Availability   **Restrictions**   Price   Memberships   Accounting

You can specify who can purchase packages, or you can leave it unrestricted so that anyone can purchase a package. Restrictions can be based on the characteristics of the target member such as age or gender, or they can include current memberships the target member holds with your club. The target member is the person who will receive the benefits of the package. The purchasing member is the person who is signed in and paying for the package.

Target Member Requirements

☐ The package can only be purchased for people of a specific gender

☐ The package can only be purchased for people of a specific age

☐ The package can only be purchased for people who are not members of the club already

—— Or ——

The target member must have the following member types...

[Membership Type   ▼]   +

The target member must NOT have the following member types...

[Membership Type   ▼]   +

Purchasing Member Requirements

The purchasing member must have the following member types...

[Membership Type   ▼]   +

The purchasing member must NOT have the following member types...

[Membership Type   ▼]   +

You can control who is able to purchase a package and who the package can be applied to. The person purchasing the package is referred to as the purchasing member. This is the person who is paying for the membership. The package is then applied to the purchaser, or to someone they designate. This member is referred to as the target member.

There are many aspects the target member's profile that can be used to control who can purchase a package. These include:

- *The target member's gender* – For instance, you may have a Men's Squash or a Ladies Tennis membership.
- *The target member's age* – For instance, you may have a junior membership that is cheaper and has less privileges. Ages can be specified as "Younger than", "Older than" or an age range.
- *The target member's existing memberships*

For existing memberships, you can specify that the package is only available for non-members. In this case, you would probably also decide to only show this package on the public page.

You can also specify that an existing member must be a member of a specific membership type. For instance, if you have a "renewal" package, you will specify that the member must already be a member with the same membership that they are purchasing. The system will then enforce this restriction so that the renewal is only available for people who currently hold the membership.

You can also specify that an existing member must not be a member of a specific membership type. This might be used if your club has "upgrade" memberships. In this case, you would configure the upgrade package to ensure that the member doesn't already have the higher level of membership.

You may also put restrictions on the purchasing member. Let's assume that a club provides discounts for subsequent memberships that are purchased for a family. In this case, there would be a full price package that provides a certain membership. There would also be a discounted package. The restrictions for the discounted package would indicate that the purchaser must have the membership that is provided by the full price package. With this configuration, when a member puts the full price package in their cart, they can then have access to the discounted package for their spouse or other family

members. Before the member puts the full price package in their cart, they do not have access to the discounted package.

PRICE

A package can have two prices. The first is a base price listed under the label "How much does the package cost?" and an initiation fee.

The base price can be a flat fee, or it can be a subscription (recurring fee). If you select the base price to be a subscription fee, then you can indicate if the fee should be paid each month or each year. Once you select the frequency of the subscription, you can choose which day to charge the fee.

The monthly frequency has two variants.

- *Monthly*
  For a monthly fee, the day you are selecting is the day of the month that the fee is charged. SkyCourt will charge the member's credit card each month on the date specified. If you select a day that doesn't appear in all months, then the last day of those months will be used. For instance, if you wanted to charge people on the last day of the month, then select 31 as the day. The member will be charged on February 28/29 and the 30th of the month on other short months.
- *Monthly (Individual renewal dates)*
  Similar to the Monthly option, except that each member will be

charged on the same day of the month that they purchased the package. Each member will be charged on a different date. This spreads out your revenue across the month.

The yearly frequency has three variants.

- *Annually*
  Then annual subscription provides the member a year's duration of membership. SkyCourt will bill their account automatically on their anniversary date for the next year of membership.
- *Yearly*
  The yearly subscription provides the member a subscription for a year that ends on the specified date. SkyCourt will bill their account another base fee amount on the specified date for another year of membership. The member may end up paying for a full year in their first year but may receive a shortened amount of membership time. This would happen if they purchased a yearly subscription some months into the year.
- *Yearly Prorated*
  The yearly prorated subscription is the same as the yearly subscription, except that the first charge to the member would be prorated rather than the full base fee.
  The prorated amount is based on months and the month that the person signs up counts as a full month for the prorated amount. For example, if the specified date was December 31st, and the member signed up on April 15th, the amount charged would be 75% of the base fee (9 months' worth).

You can also pro-rate a non-subscription fee. This is helpful when you sell a yearly membership that ends on a particular date during the year. If a new member signs up part way through the year, they often do not expect to pay the full yearly price. By enabling the "The non-subscription fee should be pro-rated to a specific date" option, you will

be able to specify the end date for the membership the person is buying. SkyCourt will then use the purchasing date to pro-rate the fee.

The pro-rated fee is based on months, rounded up to include any partial months. This fee will be displayed on the sales page and in the shopping cart.

✅ The package is a subscription

> Paid Monthly ▼
>
> ┌ The day of the month the monthly membership begins ─────────────
> │ 1   ▼
>
> When should regular payments begin?
>
> ⦿ Immediately
> ◯ On the next payment cycle
> ◯ After a fixed period of time
> ◯ After a best effort one month
>
> > ℹ️ The price paid at checkout includes a pro-rated amount to cover the time between the purchase date and the first full monthly payment. If the member would be billed soon after the initial purchase for the next cycle (i.e., if the purchase date is more than halfway through the billing cycle), the checkout price will cover the first partial month and the subsequent full month. All subsequent payments will be the full package price, billed on the specified day of the month.
> >
> > For example, if the full package price is $30 with a 1st of the month start, and Jane purchases a membership on April 5th, the pro-rated amount at checkout will be $25 and the next payment will be on May 1st for $30.
> >
> > If Jane made the purchase on April 20th, the pro-rated amount at checkout will be $40 ($10 + $30) and the next payment will be on June 1st for $30.
>
> ☐ Purchasing the package commits the member to a number of payments
> ☐ This subscription will expire after a number of payments

Subscriptions can also have an initial period that is charged at a different price. This is controlled in the interface by specifying when the regular payments begin. The choices are:

- *Immediately*

  there is no initial period, the first payment is charged at checkout. The next scheduled payment will be the full package price.

  - *Monthly*

    The first payment will be pro-rated to get the member onto the monthly payment cycle.

  - *Monthly (Individual renewal dates)*

    The first payment will be a full month's fee.

  - *Yearly (Individual renewal dates)*

    The first payment will be a full year's fee.

  - *Yearly (Common renewal date)*

    The first payment will be a full year's fee.

  - *Yearly, prorated for the first year*

    The first payment will be a prorated year's fee.

- *On the next payment cycle*

  The special initial price will be charged at checkout and will cover from the purchase date to the next scheduled payment. The next scheduled payment will be the full package price.

- *After a fixed period of time*

  The special initial price will be charged at checkout and will cover the fixed number of days specified in the configuration. The next scheduled payment will occur at the end of the initial period and its fee will depend on the payment frequency selected.

  - *Monthly*

    The first payment will be a prorated monthly fee to get the member onto the monthly payment cycle.

  - *Monthly (Individual renewal dates)*

    The first payment will be the full monthly fee. The next payment will be on that day in the following month.

  - *Yearly (Individual renewal dates)*

    The first payment will be the full yearly fee. The next payment will be on that day in the following year.

- *Yearly (Common renewal date)*
  The first payment will be the full yearly fee. The next payment will be on the common renewal date.
- *Yearly prorated for the first year*
  The first payment will be the prorated yearly fee based on the date at the end of the initial period and the common renewal date. The next payment will be on the common renewal date.

- *After a best effort one month*
  The special initial price will be charged at checkout and will cover approximately one month. The length of the initial period and the first payment will depend on the payment frequency.
  - *Monthly*
    If the number days between the purchase date and the next scheduled payment date is more than half a month, the first scheduled payment will be on the monthly billing cycle and will be the full monthly fee.
    If the number of days between the purchase date and the next scheduled payment date is less than half a month, the first scheduled payment will be at the mid-way point in the billing cycle and the payment will be ½ of the monthly fee.
    This ensures that the member gets at least ½ a month but no more than 1 month as the length of the initial period.
  - *Monthly (Individual renewal dates)*
    The first payment will be the full monthly fee. The next payment will be one month after the purchase date.
  - *Yearly (Individual renewal dates)*
    The first payment will be the full yearly fee The next payment will be one month after the purchase date.
  - *Yearly (Common renewal date)*
    The first payment will be the full yearly fee, charged one month after the purchase date.

- o *Yearly prorated for the first year*
  The first payment will be the prorated yearly fee based on the date at the end of the initial period and the common renewal date. The first payment will be one month after the purchase date.

Subscriptions can also have a commitment or an expiry. Both of these are defined as the number of regular payments that the customer makes.

If the subscription has a commitment, then the member will be charged the balance of those payments if she attempts to cancel the subscription early. You might use the commitment field if the member is committing to a yearly membership but is paying monthly.

If the subscription has an expiry, then the subscription will automatically expire after the configured number of payments have been paid. You might use the expiration to ensure that members do not get stuck paying the same monthly fee forever when the rest of your fees have increased.

MEMBERSHIPS

The memberships section is where you specify the membership types

that the purchasing member is placed into after the purchase has been confirmed.

You can specify one or more membership types in the table. You might specify multiple membership types if you want to provide new members with a 30-day trial of elevated privileges. Or you may have setup your membership types such that purchasing a high-level package provides multiple privileges.

For each membership type, you must specify an expiration condition. There are four conditions:

- *When subscription is cancelled*
  This is the option that should be selected for packages that are subscriptions. If the package is a subscription and you do not select this option, you will see a warning. You can ignore this warning if you know that the membership should be granted for a different period of time. A common use case for this is if you are doing a trial membership that transitions to a fully paid membership, you might grant them access to a membership type with a higher level of privilege for the initial period.
- *Never*
  This is the right option for subscription-based memberships. The member will stay in this membership type as long as they keep paying their subscription. When they cancel their subscription, they will be removed from the membership type.
  This also might be used if you have a lifetime membership package. The member will never expire out of this membership type.
- *On a Date*
  This option allows you to specify a certain date of the year when the member will be removed from the membership type. This works well for seasonal clubs who need to clear out their membership each year and start again. There is another help document that provides guidance for seasonal clubs.

- *After a specified duration*

  This works well for clubs that aren't using the subscription price, but still have the package represent a duration of time. This option works well for clubs that want to sell a subscription for a year that wont automatically renew at the end of the year. You can specify in the package description that they are purchasing a year and then specify the 1-year duration for the expiration condition.

ACCOUNTING

Description	Availability	Restrictions	Price	Memberships	Accounting

Each package can have a unique set of bookkeeping accounts that are used for the membership price and initiation price. Or they can use the default values set in the Payment Settings.

Account for Membership Fee
No bookkeeping accounts have been defined ▼

Account for Membership Initiation Fee
No bookkeeping accounts have been defined ▼

The accounting section allows you to override the default bookkeeping accounts that sales of this package will be registered against in the Payout report. It is very rare that you will have to override the default values you have set on a package-by-package value. For the most part, you can leave these set to the default values.

If you do need to have a particular package, use different bookkeeping accounts for the one-time membership fee or the initiation fee, select the bookkeeping accounts in the drop down on this tab.