



CLUB APP LAUNCH PLAYBOOK

The Club App Launch Playbook

From Committee Room to Community



Internal buy-in. Content preparation. Launch promotion.
Adoption strategies. Everything between “the committee said yes”
and “we’ve hit 500 active users.”

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The Hard Part Isn't the Technology

So you've decided to launch a club app. Nice one. Maybe the committee just signed off on it. Maybe you've been pushing for it for months. Either way, you're about to do something that will fundamentally change how your organisation communicates, engages, and generates revenue.

But here's the bit nobody tells you: **the technology is the easy part**. The hard part is getting people to actually use it. A club app that nobody downloads is just an expensive icon on the App Store. A club app that 80% of your members have on their phone, open every week, and genuinely rely on? That's a Digital Clubhouse.

"Downloads are vanity. Active users are the metric that matters."

The 4 Phases of a Successful Launch

PHASE	TIMELINE	FOCUS
1: Internal Buy-In	6–4 weeks before launch	Getting your people on board first
2: Content & Setup	4–2 weeks before launch	Loading the app so it's worth opening
3: Launch Week	Launch week	The big push to drive downloads
4: Adoption & Growth	Weeks 2–8 post-launch	Turning downloads into habits

The mistake most clubs make: They skip straight to Phase 3 — they announce the app, share a download link, and wonder why adoption is flat after two weeks. This playbook exists to stop you making that mistake.

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Launch Phases

8

Weeks to Habit

80%

Adoption Target

1

Playbook

1

Internal Buy-In

6–4 weeks before launch — getting your people on board first

This is the phase everyone underestimates. You can build the best app in the world, but if your coaches, committee members, team managers, and key volunteers aren't backing it, your members won't either.

People adopt technology because **someone they trust tells them to**. Not because they saw a Facebook post. Your coaches, team managers, and senior players are the human distribution channels for your app. If they're using it, talking about it, and directing people to it, adoption happens naturally. If they're not? You'll be fighting uphill all season.

The Internal Champion Model

ROLE	WHO	RESPONSIBILITY
Launch Champion	Committee member or admin manager	Owens the timeline, coordinates everything
Content Lead	Social media volunteer or marketing person	Loads content, schedules pushes, takes photos
Coach/Manager Advocate	A senior coach or team manager	Promotes the app to players and parents
Tech Contact	Whoever set up the app	Handles setup, troubleshooting, Tiparra support

Small club? You don't need four different people — this might be two people wearing multiple hats. The point is that someone *owns* each responsibility.

The Committee Pitch Framework

If you still need to convince your committee (or board, or management team), use this structure:

“The Problem” Our communication is fragmented across Facebook, WhatsApp, email, and word of mouth. Members miss updates. Sponsors get inconsistent visibility. We have no engagement data.

“The Solution” A branded club app that centralises communication, provides measurable sponsor placements, and gives us first-party data on our community.

“The Revenue” Digital sponsor packages that generate [X] per season. Reference the Sponsor Package Templates guide for specific pricing frameworks.

“The Ask” Committee endorsement, a small launch team of 2–4 people, and agreement that the app becomes the primary communication channel from Round 1.

The Coach & Manager Briefing

Once the committee is on board, brief your coaches and team managers. This isn't optional — it's the single most important step in the launch process.

What to cover:

- What the app does and why the club is launching it
- How it affects them specifically (team sheets, match-day updates, parent communication)
- What you need from them (tell their teams to download it, use it for team announcements)
- A live walkthrough on their own phone — download it in the room, show them how it works

The key message for coaches: “This isn't extra work for you. This replaces three WhatsApp groups and a Facebook page. Everything goes through one place now.”

Pre-Launch Internal Checklist

- Committee/board approval secured
- Launch Champion identified
- Launch team roles assigned (even if it's two people)
- Coaches and team managers briefed in person
- Every committee member has the app installed on their phone
- Internal feedback collected and any issues resolved before public launch

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Content & Setup

4–2 weeks before launch — loading the app so it's worth opening

Nobody downloads an empty app twice. The single biggest mistake clubs make is launching an app with no content in it. The member downloads it, opens it, sees a blank feed and a placeholder logo, and never opens it again.

Your app needs to feel alive from the moment someone opens it for the first time.

The “Day One Content” Minimum

CONTENT ITEM	WHY IT MATTERS
Club branding (logo, colours, splash screen)	First impressions. If it looks generic, people won't trust it.
Welcome message	A short “Welcome to our Digital Clubhouse” post from the president or captain
Season fixtures / calendar	The #1 reason people will open the app regularly
Team lists / player profiles	Gives people a reason to browse and explore
At least 5 content posts	News, photos, behind-the-scenes — the feed needs to feel active
One Sponsored Action	A poll, quiz, or offer so people experience the interactivity immediately
Sponsor placements configured	Splash screen, banners, partner page — sponsors visible from day one
Push notifications tested	Send a test push to the launch team to confirm delivery works

Content Pre-Loading Schedule

WHEN	WHAT TO LOAD	NOTES
2 weeks out	Branding, fixtures, player profiles	The structural stuff that doesn't change
1 week out	Welcome post, 3–4 news items, behind-the-scenes	The feed should look “alive”
3 days out	Sponsor placements, splash screen, partner pages	Sponsors visible and ready
1 day out	First Sponsored Action, push notification drafted	Ready to fire on launch day
Launch morning	Send the first push notification	“We're live. Welcome to the clubhouse.”

The Sponsor Conversation

If you're launching with sponsors already signed, make sure their placements are configured and tested before launch day. Walk each sponsor through what they'll see — send them a screenshot of their banner, their partner page, or the poll branded with their logo.

No sponsors yet? That's fine. Launch the app, build your user base and engagement data for 4–6 weeks, then approach sponsors with real numbers. A pitch that says “We have 600 active users with a 22% engagement rate” is infinitely more compelling than “We're about to launch an app.”

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Launch Campaign

Tease, Launch, Celebrate — a 3-week campaign, not a single day

A successful launch isn't a single day — it's a three-week campaign. We call this the **Tease, Launch, Celebrate** framework.

Phase A: Tease (2 Weeks Before Launch)

Start dropping breadcrumbs. You want to create a bit of anticipation before anyone can download anything.

TACTIC	CHANNEL	EXAMPLE
Countdown posts	Social media	"Something new is coming to [Club Name] fans. [Date]. Stay tuned."
Blurry screenshot	Social media	Post a teaser screenshot of the app interface — enough to recognise, not enough to see fully
"Coming Soon" email	Email database	A quick note telling them a VIP experience is on the way. Don't reveal everything yet.
Coach whispers	In-person / team channels	Coaches casually mention to players: "Something big is coming next week for the club."

Phase B: Launch (The 7-Day Sequence)

This is the big reveal. You've done the internal work. The content is loaded. Now it's time to tell the world.

DAY	ACTION	CHANNEL	DETAILS
Monday	Soft Launch	Internal	Download link to committee, coaches, and senior players. Final bug-check.
Tuesday	Team Announcement	Team channels (WhatsApp, email)	Coaches share download link with their teams. Message comes from the coach.
Wednesday	Social Media Blitz	All social platforms	Launch posts across Facebook, Instagram, Twitter/X. Use social to drive people off social.
Thursday	First Sponsored Action	In-app + push notification	Fire the first poll or quiz. Push notification to all downloaders.
Friday	Email & Newsletter	Full email database	Include download links, a screenshot, and a clear reason to download.

Saturday	Game Day Activation	At the ground	QR code station, PA announcement, Player of the Match vote in-app.
Sunday	Follow-Up	In-app + social	Post-game content in app. "Did you miss it?" teaser on social.

Coach script for Tuesday: "Hey team — the club has just launched our official app. This is where all team sheets, match updates, and club news will be from now on. Download it here: [link]. Takes 30 seconds."

Phase C: Celebrate (Week +1)

Don't let the momentum drop after launch week. Use social proof to show holdouts what they're missing.

TACTIC	DETAILS
The "User #100" shout-out	"Congrats to Sarah, our 100th app user! She's just scored a \$20 voucher for the club shop." Share on social + in-app.
App-only highlights	Post a snippet of a video on social and say: "Watch the full 10-minute interview exclusively on the app."
Share poll results back to social	Post the results of your first in-app poll on Facebook/Instagram. Shows that the app is where the conversation is happening.
First engagement snapshot	Share a quick stat with the committee and social: "200 fans voted in our first Player of the Match poll."

The QR Code Playbook

QR codes are your best friend on launch day and every game day after. Print them big, put them everywhere, and make sure they work.

Where to put QR codes:

- Printed A3 poster at the entrance gate
- On the canteen counter
- On the back of toilet doors (captive audience — trust us on this one)
- In the match-day programme (if you have one)
- On the back of any printed team sheet
- On the scoreboard fence or LED screen
- In the committee room and dressing rooms
- On sponsor signage (if your sponsor is keen)

Pro tip: Use a dynamic QR code (one that redirects to a URL you control) rather than a static one. That way you can track scans and update the destination link without reprinting.

Social Media Launch Messages

This is the one time you go hard on social — because you're using social to drive people *off* social and into your app.

- “Our official club app is live — download it now [link]”
- “Get live scores, team sheets, and exclusive content you won't find anywhere else”
- “This is our new home. See you in the app.”
- “Over [X] teammates are already in the app. Don't be the last one.”

“Social is the invite. The app is the house.”

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Adoption & Growth

Weeks 2–8 — turning downloads into habits

The first two weeks after launch are the danger zone. People downloaded the app because someone told them to. Now they need a reason to keep opening it.

The “First 50 Days” Framework

PERIOD	GOAL	KEY ACTIONS
Week 1	Activation	First push notification, first poll, first game-day content
Week 2	Habit formation	Second round of content, encourage check-ins, reward early adopters
Week 3–4	Routine	Weekly content rhythm established (see Season Content Plan)
Week 5–6	Expansion	Target remaining non-downloaders, second QR code push at games
Week 7–8	Measurement	Pull first engagement report, share data with sponsors and committee

The 6 Tactics That Actually Work

1. Make the app the primary channel — and mean it.

Stop posting important stuff on other channels first. Team sheets go in the app first. Score updates go in the app first. Social becomes the teaser channel. “Team sheet just dropped in the app. Download to see it.”

2. Coach-driven adoption.

Every week, coaches should be saying: “Check the app for the team sheet” and “Did you vote in the poll?” This human reinforcement is more powerful than any push notification.

3. Game-day activation (every week, not just launch week).

Keep the QR code visible at games. Run a different Sponsored Action every match day. Announce “Vote for Player of the Match in the app” over the PA.

4. The “VIP Pass” strategy.

Make the app feel like an All-Access pass, not just another channel. Release the team sheet on the app 30 minutes before it goes anywhere else. Post behind-the-scenes content that *never* hits social media. Run gated giveaways where the only way to enter is via a Tiparra Action inside the app — “Download the app and enter the Golden Ticket draw for a signed jersey.”

5. Streaks and gamification.

Tiparra’s check-in and streak features turn casual opens into habits. “Check in at 5 consecutive games to unlock a club beanie” or “Maintain a 4-week streak to enter a prize draw.”

6. The “Second Wave” push (week 4–5).

Run a specific campaign targeting holdouts. Coaches ask directly: “Who hasn’t got the app yet?” Social post: “Over 400 of your teammates are already in the app. Don’t be the last one.”

Measuring Success

Don't drown in data. Track these five metrics weekly for the first 8 weeks:

METRIC	WHAT IT TELLS YOU	TARGET (FIRST 8 WEEKS)
Total downloads	Reach — how many people have the app	50–70% of active member base
Weekly active users	Habit — how many open it each week	40–50% of downloads
Push open rate	Relevance — are your pushes worth reading?	25–40%
Actions completed	Engagement — are people doing things, not just looking?	15–25% of WAU
Content interactions	Value — are people engaging with what you post?	Growing week-on-week

The 8-Week Committee Report

At the end of week 8, present a report to your committee. This is your “proof of concept” moment — the data that justifies the investment and opens the door to sponsor conversations.

What to include:

- Total downloads vs. member base (adoption rate)
- Weekly active users trend (is it growing?)
- Top-performing content (what did people engage with most?)
- Sponsored Action results (poll entries, quiz completions, offer redemptions)
- Sponsor exposure data (impressions, taps, click-throughs)
- Qualitative feedback (what are members saying?)
- Recommendations for next season (what to double down on, what to improve)



Common Launch Mistakes

The 7 traps that kill adoption — and how to avoid them

1. Launching with an empty app.

If people open the app and see a blank feed, they'll never open it again. Load at least 5 content items, fixtures, and player profiles before telling anyone about it.

2. Announcing the app but not making it the primary channel.

If you keep posting team sheets on Facebook and WhatsApp, people have no reason to switch. You have to commit. The app is the primary channel from launch day.

3. Relying on social media to drive downloads.

Social will get you some downloads, but coach-to-player and word-of-mouth will get you most. The human recommendation is always stronger than the algorithm.

4. No content plan after launch week.

Launch week generates excitement. Week 2 is where the work starts. If you don't have a content rhythm in place, engagement will crater by week 3.

5. Not briefing coaches and managers.

If the people closest to your members aren't using and promoting the app, nobody else will. The coach briefing is non-negotiable.

6. Waiting for sponsors before launching.

Launch first. Build data. Then pitch sponsors with real engagement numbers. A live app with 500 active users is a far better sales tool than a PDF proposal alone.

7. Treating the app as “another channel” instead of “the channel.”

The app isn't a bolt-on. It's the replacement for your fragmented communication setup. Treat it that way from day one.

Your Launch Playbook Checklist

Print this. Pin it up. Work through it phase by phase.

PHASE 1: INTERNAL BUY-IN (6–4 WEEKS OUT)

- Committee/board approval secured
- Launch Champion and team identified
- Coaches and team managers briefed in person
- Every committee member has the app installed
- Internal feedback collected and issues resolved

PHASE 2: CONTENT & SETUP (4–2 WEEKS OUT)

- Club branding configured (logo, colours, splash screen)
- Season fixtures and player profiles loaded
- Welcome post and 5+ content items published
- First Sponsored Action built and ready
- Sponsor placements configured and tested
- Push notifications tested with launch team

PHASE 3: LAUNCH WEEK

- Day 1: Soft launch to inner circle
- Day 2: Coaches share download link with teams
- Day 3: Social media blitz across all platforms
- Day 4: First Sponsored Action live + push notification
- Day 5: Launch email to full database
- Day 6–7: Game-day QR code station and PA announcement

PHASE 4: ADOPTION & GROWTH (WEEKS 2–8)

- Weekly content rhythm established
- App confirmed as primary communication channel
- Game-day activation running every match
- Exclusive content published weekly

- “Second Wave” push campaign at week 4–5
- 8-week committee report delivered

Ready to Launch?

A club app isn't a technology project — it's a community project. The tech is the easy bit. The hard part is getting your people excited about a new way of doing things, and then following through with content and consistency.

"Your App. Your Channel. Your Rules."

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See how Stacks and Actions power your Digital Clubhouse	Use our calculator to model your engagement and revenue	Book a 15-minute walkthrough with the Tiparra team



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