

Grassroots sports clubs have a lot on their plates: managing registrations, communicating with players and parents, organizing volunteers, coordinating committee members, and more. Digital tools can help—but the cost can quickly spiral, especially with subscription-based services that charge per user or per month.

SurveyMonkey pricing, for example, comes in around **\$32 per user per month**, which is a heavy burden for most community sports clubs. When you have 500 players, parents, and supporters to reach, that adds up to tens of thousands of dollars per year—just to run surveys.



The Subscription Bloat Problem in Grassroots Clubs

Most grassroots sports clubs operate on shoestring budgets. Volunteers run day-to-day activities, and every dollar spent on software is a dollar less spent on coaching, equipment, or facility maintenance.

But many clubs fall into the “subscription bloat” trap:

- Signing up for multiple SaaS tools—each with its own monthly or annual fee
- Paying for more users, seats, or contacts than actually necessary
- Having overlapping tool functionalities but still maintaining separate subscriptions

This usually happens because clubs sign up for popular commercial products like SurveyMonkey without considering alternatives tailored to grassroots needs—and the costs add up quickly.

Understanding SurveyMonkey Pricing and Its Impact on Clubs

SurveyMonkey pricing starts at around **\$32 per user per month** for the standard plan, which unlocks key features like unlimited surveys and export options. For a sports club with roughly 500 community members (players, parents, coaches, and supporters), the price quickly becomes unfeasible:

Number of Users	Monthly Cost per User	Total Monthly Cost	Total Cost per Season (9 months)
500	\$32	\$16,000	\$144,000

Even if not everyone in the club needs access, administrators may require multiple paid seats, making this unsustainable for grassroots budgets.

What Do Grassroots Clubs Use Instead?

Thankfully, there are many affordable (and often free) alternatives to SurveyMonkey that clubs can adopt to reduce their tooling costs without sacrificing functionality.

1. Free and Low-Cost Online Forms

- **Google Forms:** Completely free and easy to use. Can handle registrations, basic surveys, and feedback collection. Limitations include less customization and branding, but perfect for clubs on a budget.
- **Microsoft Forms:** Similar to Google Forms, part of Microsoft 365 subscriptions which many clubs may already have access to via sponsors or schools.
- **JotForm:** Offers a free tier with limits on monthly submissions, great for smaller clubs or off-season surveys. Paid plans start far below SurveyMonkey pricing.

2. Specialized Sports Club Management Tools

Rather than piecing together multiple tools, many clubs use dedicated sports club platforms with built-in forms, registrations, communication, and reporting.

- **TeamSnap:** Popular for youth sports team management. Pricing depends more on players than admin users, making it affordable for managing communications and registrations within one tool.
- **SportsEngine:** Offers registration, member management, and messaging. Subscription pricing is competitive and charged per member rather than per admin user.
- **PlayHQ, TeamApp, or Heja:** Other affordable alternatives that are purpose-built for grassroots clubs.

3. Pay-Per-Use Messaging and Email Tools

In contrast to monthly subscription tiers, pay-per-send (or pay-as-you-go) solutions can be a cost-effective alternative for clubs that don't send frequent bulk messages.

- **Sendinblue:** Free tier available, pay only for extra emails or SMS messages sent. No charges for contact storage, which saves money as contact lists grow.
- **Mailchimp:** Free tier available up to 500 contacts. Allows clubs to send email updates and event reminders efficiently without large monthly fees.
- **SMS gateways like Twilio:** Pay only per message sent, making budgeting straightforward.

Typical Club Tool Stack Costs: A Comparison

Let's compare sample annual costs for common grassroots club tools with SurveyMonkey vs. alternatives—assuming 500 players, parents, and supporters:

Tool	SurveyMonkey Pricing	Alternative	Cost Estimate	Notes
Survey/Registration Forms	\$144,000 per season (based on \$32/user/month)	Free (Google Forms)	to \$500/year (JotForm Pro)	Free forms suit most clubs; paid for more customization.
Member Management	N/A	\$400 - \$1,200/year (TeamSnap, SportsEngine)	Bundles registrations, messaging, and payments.	
Email Messaging	N/A	Free to \$200/year (Mailchimp or Sendinblue pay-as-you-go)	Mostly pay per message or tiered by contact count.	

This highlights how clubs can save thousands per season by choosing more appropriate tools and plans.

Key Considerations When Choosing “Forms for Sports Clubs”

- **Does it scale?** Can you add contacts without extra cost?
- **Is it easy for non-tech volunteers?** Volunteer turnover means tools must be intuitive and low-friction.
- **Does it integrate well?** Syncing registrations with payment and communication tools reduces double-handling.
- **How transparent is pricing?** Avoid hidden per-ticket or per-contact fees that blow the budget.
- **Can it handle registrations?** Sports clubs need forms that collect payments, medical info, and consents.

Committee Tools That Don’t Break the Bank

Besides forms and surveys, committees require tools for collaboration, document sharing, and volunteer rostering. Popular grassroots-friendly solutions include:

- **Google Workspace or Microsoft 365:** Affordable bundles, often with sponsor support, cover email, calendars, and document collaboration.
- **Slack or Microsoft Teams:** Free tiers support communication without multiple logins.
- **SignUpGenius or Teamup:** For volunteer rosters and shifts without hefty subscription fees.

The goal is to keep subscriptions consolidated and to ensure tools are documented for smooth committee handovers at AGMs.



Conclusion: Be Smart About SurveyMonkey Pricing and Grassroots Club Tools

Grassroots sports clubs must manage admin efficiently [event ticketing fees](#) while stretching every dollar. SurveyMonkey pricing of \$32 per user per month quickly becomes impracticable with hundreds of community

members. Thankfully, with free or low-cost alternatives available, clubs can reduce subscription bloat and run effective surveys, registrations, and communications at a fraction of the cost.

Focus on tools that scale with your club's size, integrate well with your existing stack, and offer transparent pricing. Free forms like Google Forms or affordable sports-focused platforms like TeamSnap can transform your workflows without breaking your budget.

Remember—less is more when it comes to your toolkit. Consolidate, document, and choose smartly to keep your club running smoothly through every season.