

LoveAdmin vs Pitchero – Competitive Report (Gymnastics-oriented perspective)

1. Purpose and sources

This report compares **LoveAdmin** and **Pitchero** as membership-management and sport-administration platforms, with a focus on features important to gymnastics organisations (communications, registration, payments, parent engagement, shop/e-commerce, mobile, reporting and admin efficiency).

Information was gathered from official product documentation and help-centre articles, company announcements, blog posts and user reviews (Trustpilot, Capterra, GetApp). All payment fees and settlement times are current as of late 2025.

2. Market positioning

Platform	Positioning & target segments	Stand-out value propositions
LoveAdmin	Founded as a cloud platform for clubs, academies and membership organisations to reduce admin, improve cashflow and increase member engagement . The system is used by sports clubs, performing-arts schools and community organisations; the company has a strong presence in gymnastics through its specialist gymnastics club software .	Offers an all-in-one platform with flexible registration, custom development programmes, automated communications and JoinIn mobile app for members and parents. Payment processing is provided via multiple providers (GoCardless, London & Zurich and card/PayPal), allowing instant settlements when using PayPal ^[1] . LoveAdmin emphasises personalised support and consultation (Step2Success).
Pitchero	Established as a sports club website platform, targeting multi-team clubs (football, rugby, cricket, hockey etc.) needing a public-facing website, team management and payment collection . Gymnastics clubs can use the system, but the product is optimised for team sports with match scheduling and league-table features.	Provides a combined website and membership management system , mobile club/manager apps and integrated e-commerce for match fees, fundraising and sponsorship. Payments are handled through GoCardless (direct debit/instant bank pay) and Stripe (card), with tiered transaction fees ^[2] and same-day bank deposits on one-off payments via Instant Bank Pay ^[3] .

3. Feature-by-feature comparison

3.1 Registration and membership management

Feature	LoveAdmin	Pitchero	Gymnastics-specific perspective
Custom registration forms	<p>LoveAdmin offers fully customisable registration forms with conditional fields and a bespoke booking site. Administrators can create class or membership types, discount structures and waitlists. Parents can book events through a user-friendly checkout[4].</p>	<p>Pitchero provides custom registration forms that let clubs register players, parents and officials online. Data flows into a member database where officials can filter, update and export records[5]. Forms support contact details, medical info and volunteer roles.</p>	<p>For gymnastics clubs requiring medical and consent details, both platforms provide custom forms. LoveAdmin's conditional logic and waitlists are advantageous for progressive classes and managing oversubscribed sessions.</p>
Membership database & segmentation	<p>LoveAdmin stores contacts centrally, allowing administrators to move members between classes/memberships and target communications[6]. It includes automated renewals and different member types (monthly/termly).</p>	<p>Pitchero provides a member database with filters, reports and the ability to import/export data; it integrates with team management features (availability, team selection, stats)[7].</p>	<p>Both platforms maintain a member database, but Pitchero's segmentation is geared towards teams, whereas LoveAdmin's CRM supports individual class progression, making it better aligned with gymnastics skill levels.</p>
Progress tracking & athlete	<p>LoveAdmin's gymnastics management module lets clubs build custom development programmes,</p>	<p>Pitchero lacks built-in progress-tracking features; it</p>	<p>The ability to track skills and send personalised progress reports is</p>

Feature	LoveAdmin	Pitchero	Gymnastics-specific perspective
development	mark skills and levels as completed/achieved/in-progress and automatically email parents when a gymnast reaches a milestone[8]. Members can be moved to new classes when they complete a level[9].	focuses on fixtures, league tables and match statistics rather than individual skill development.	a significant differentiator for LoveAdmin, particularly important for gymnastics clubs that follow structured skill-progression frameworks.

3.2 Payment collection and finance management

Aspect	LoveAdmin	Pitchero	Remarks
Payment methods	Supports Direct Debit via GoCardless or London & Zurich and card payments via PayPal . Recurring and ad-hoc fees can be scheduled; the system automatically retries failed payments and sends reminders[10]. The PayPal integration introduced in 2024 allows recurring card payments with funds settled within minutes [11][12].	Uses GoCardless for direct debit and instant bank payments and Stripe for card payments. GoCardless fees vary by package; one-off Instant Bank Pay transactions settle same day [3]. Stripe payouts are scheduled (Monday/Wednesday/Friday for Pro package) and may take up to 7 days to process[13].	LoveAdmin offers multiple providers and the option of instant card settlements via PayPal; Pitchero provides instant bank pay for one-off fees but card payouts may be slower.
Transaction fees	LoveAdmin charges a 3 % platform fee on transactions plus a monthly subscription (e.g., £35/month for activity providers or £20/month for	Pitchero operates tiered transaction fees depending on package and charity/VAT status. Pro clubs (charity & VAT registered) pay 1.67 % + 15p for GoCardless payments and 1.84 % + 17p for card; Standard clubs pay	LoveAdmin's fees are a simple percentage but higher than Pitchero's for Pro clubs. Pitchero's lower per-transaction

Aspect	LoveAdmin	Pitchero	Remarks
	sports clubs)[14]. The buyer's guide notes that card/PayPal transactions settle instantly, GoCardless settles in 5–7 working days and London & Zurich settles in 7–11 days[1].	2.58 % + 15p for both[2]. Fees are higher for non-charities (up to 3.08 % + 17p).	fees can be attractive for large clubs but require subscription to the Pro plan (£99/month).
Settlement times	Card/PayPal – instant ; GoCardless – 5–7 working days ; London & Zurich – 7–11 working days [1].	GoCardless direct debit – typically 5 working days , but Instant Bank Pay deposits funds same day [3]; Stripe card payments are paid out 2 days after processing, with payouts scheduled once or thrice weekly[13].	LoveAdmin offers instant settlement via PayPal but longer delays for direct debit; Pitchero's Instant Bank Pay matches or exceeds this for bank payments, while Stripe payouts may take longer.
Finance reporting	Provides comprehensive finance reports; administrators can track sales, invoices, credits and outstanding payments. Automated reminders and retries reduce late payments[15].	Finance reporting is integrated within the member database and website; clubs can monitor payment status but may need to export data to external accounting software.	LoveAdmin's emphasis on finance reporting and automations is attractive for gymnastics clubs with complex billing (termly fees, camps, kit).

3.3 Communications and parent engagement

Aspect	LoveAdmin	Pitchero	Gymnastics-specific perspective
Email and messaging	Offers industry-leading	Clubs can send branded emails to the	Both platforms support group communication,

Aspect	LoveAdmin	Pitchero	Gymnastics-specific perspective
tools	communication tools with customisable emails, images, GIFs, video and attachments[16]. Communications can be automated (welcome emails, payment reminders, progress updates, skill achievements)[17]. Advanced targeting allows sending the right message to the right group[18].	membership database and create custom groups to target players and parents[19]. The mobile apps provide in-app messaging for group or private conversations[20].	but LoveAdmin enables richer, branded content and automation, while Pitchero focuses on straightforward email and in-app chat. Gymnastics clubs often need to send personalised progress reports; LoveAdmin's automation of level/skill notifications is a strong advantage[8].
Mobile experience for parents	The JoinIn app (free for members) allows parents to book sessions, pay securely, receive real-time updates, update contact/medical details and manage multiple children from one account[21]. It is secure, GDPR-compliant and uses a one-time login[22].	Pitchero offers two mobile apps: Pitchero Club (for members/parents) and Pitchero Manager (for coaches/admins). Parents receive push notifications for team selection, fixtures and messages; they can view match information and make match-fee payments. However, there is no facility for updating personal details or progress tracking.	LoveAdmin's JoinIn app is designed for class-based activities and includes membership management features needed by gymnastics clubs (booking multiple children, updating medical info). Pitchero's apps are oriented around team sports and match fixtures.
Parent portal & self-service	Parents can log in via JoinIn or the web portal to view upcoming sessions, update personal details, make payments and download invoices. Automated reminders reduce the need for	Parents have an account on Pitchero's club website/app to view fixtures, results, news and make payments. However, editing personal information is limited; some reviewers	LoveAdmin offers a richer parent portal with control over bookings and personal data; important for gymnastics clubs that require medical info and consents.

Aspect	LoveAdmin	Pitchero	Gymnastics-specific perspective
	administrators to chase payments[15].	complained about pre-checked vendors and user experience issues[23].	

3.4 Admin efficiency and automation

Aspect	LoveAdmin	Pitchero	Remarks
Automated workflows	The platform automates recurring invoices, payment reminders, welcome emails, discount codes and trials[24][25]. In gymnastics, the system automatically promotes gymnasts to the next class after completing a level[9]. Administrators can also schedule recurring events and manage waitlists.	Pitchero automates reminders for membership renewals and prompts members to complete forms; team managers can request player availability and send notifications[26]. However, there is less emphasis on financial automation beyond scheduled payment collection.	LoveAdmin's extensive automation reduces manual work for gymnastics coaches and treasurers. Pitchero's automation is primarily geared towards team management rather than class progression.
Onboarding and support	LoveAdmin provides a guided onboarding process with migration of existing contact data, plus access to the Step2Success growth programme and School of Marketing[27]. Many reviews praise the support team for prompt responses and helpful guidance[28][29].	Pitchero offers onboarding webinars and a help centre. User reviews on Trustpilot indicate frustration with customer service (e.g., poor communication and difficulty obtaining help)[30].	For clubs new to software, LoveAdmin's personalised onboarding and access to marketing resources can be a significant advantage.
Admin roles & permissions	LoveAdmin allows multiple admin roles, including coaches, finance officers and communications managers, with granular permissions.	Pitchero allows multiple webmasters/team admin roles to update the website and send communications[31].	Both platforms support role-based access.

3.5 Online shop and e-commerce

Aspect	LoveAdmin	Pitchero	Gymnastics-specific perspective
Shop and merchandise	<p>LoveAdmin offers an online shop for kit and merchandise as part of the bespoke booking site. A user review noted that adding kit in V1 was complicated, but V2 introduces an easy-to-manage shop[32]. Inventory management is basic (1 review in GetApp rated it 1/5[33]).</p>	<p>Pitchero enables clubs to collect payments for merchandise, match fees, fundraising and sponsorship. Clubs can sell banner advertising across their website and create fundraising pages with target goals and comment areas[34]. The system supports Stripe checkout but lacks dedicated inventory management.</p>	<p>For gymnastics clubs selling leotards and equipment, LoveAdmin's updated shop may meet basic needs but inventory management is limited. Pitchero's e-commerce functions are oriented towards fundraising and sponsorship rather than retail stock control.</p>

3.6 Mobile apps for administrators

Feature	LoveAdmin	Pitchero
Admin mobile app	<p>Coaches and administrators access the LoveAdmin platform via a browser; the JoinIn app is primarily for members. However, LoveAdmin provides tools to take attendance and record levels through the app: administrators can post videos/pictures, record skills and attendance[21].</p>	<p>Pitchero Manager app allows coaches to manage player availability, select teams, collect match fees, update live scores and send push notifications. Pitchero Club app allows parents to view messages, fixtures and news.</p>

3.7 Event and facility management

Aspect	LoveAdmin	Pitchero	Remarks
Event & class scheduling	<p>LoveAdmin lets administrators create and manage classes, competitions and events with custom capacities, waitlists and pricing. Parents can view an</p>	<p>Pitchero manages fixtures, league tables and competitions for team sports. It also offers a Bookteq integration for venue and facility</p>	<p>Pitchero's facility-booking integration is a strong advantage for clubs with multiple venues. LoveAdmin offers flexible event</p>

Aspect	LoveAdmin	Pitchero	Remarks
	activity calendar and filter sessions[35]. Gymnastics competitions can be invite-only with separate booking links[36].	management, allowing clubs to take online bookings, collect deposits and track invoices[37].	management but lacks integrated facility booking.
Attendance & registers	LoveAdmin provides digital registers; attendance data syncs with finance (e.g., missed classes can reduce billing). Coaches can record who attended via the system or the JoinIn app.	Pitchero's manager app captures match-day attendance and availability. For class-based activities, attendance tracking is less prominent.	Gymnastics clubs benefit from LoveAdmin's attendance registers integrated with billing.

3.8 Reporting and business support

Aspect	LoveAdmin	Pitchero	Remarks
Business & financial reports	LoveAdmin offers detailed finance, attendance and communications reports that help clubs monitor performance and discover revenue opportunities[38]. Business intelligence reports and dashboards are available, and the Step2Success programme provides growth consultancy[39].	Pitchero provides basic financial reporting (payment status, member lists) and analytics on website traffic. There is less emphasis on business intelligence.	LoveAdmin's reporting and consultancy services give gymnastics clubs actionable insights for growth.
Marketing & growth support	LoveAdmin includes the School of Marketing and Step2Success programmes, offering guides, webinars and marketing strategies[39].	Pitchero emphasises digital advertising and sponsorship opportunities, allowing clubs to sell advertising space and fundraising pages[34].	LoveAdmin provides structured marketing support; Pitchero provides ad-placement options but not structured coaching.

4. Pricing summary

Platform & package	Monthly cost	Transaction fees & other costs	Comments
LoveAdmin – Activity providers (V2)	approx. £35/month plus 3 % platform fee [14] .	Payment provider fees are included within the platform fee; card/PayPal transactions settle instantly; GoCardless and London & Zurich have 5–11 day settlement times [1] .	Simple pricing but the 3 % fee may be higher than Pitchero's rates for large clubs.
LoveAdmin – Sports clubs (V2)	approx. £20/month plus 3 % platform fee [14] .	Same as above.	Lower monthly cost for clubs, but 3 % transaction fee still applies.
Pitchero – Standard package	£38/month ; transaction fees 2.58 % + 15p per payment for charities & VAT registered (higher for non-charities) [40][2] .	Includes website, payments, limited support. One-off Instant Bank Pay fees may be slightly lower than card fees.	Suitable for small/medium clubs needing core features.
Pitchero – Pro package	£99/month ; transaction fees 1.60–1.67 % + 15–17p depending on charity & VAT status [41][2] .	Includes advanced website, lower fees, custom domain/email and extra support.	Higher monthly cost but lower per-transaction fees may benefit high-volume clubs.

5. User feedback summary

Source & rating	Positive themes	Negative themes
Trustpilot – LoveAdmin (≈ 2.8/5 from ~141 reviews)	Users appreciate that LoveAdmin “has taken a lot of the manual admin work away” and reduced lost revenue; one club reported smooth summer operations with payments and bookings running perfectly [42] .	Some reviews criticise the older version (V1) for complicated shop management [32] and mention internal management issues (not product-related). Overall rating is average.
Capterra / GetApp – LoveAdmin (≈ 4.4/5 from 44 reviews)	Reviewers praise the smooth migration to V2 , helpful support team and the system’s ability to simplify membership processes [28][29] . Pros include easy	Cons include an initial learning curve and occasional communication issues during onboarding [45][46] . Inventory management for the shop is

Source & rating	Positive themes	Negative themes
	navigation, powerful features, excellent support and instant booking facility[43][44].	considered weak[33].
Trustpilot – Pitchero (~ 2.5/5 from 6 reviews)	Few positive reviews; some clubs appreciate that setting up payments on Pitchero was easy and time-saving[47].	Multiple one-star reviews complain about pre-selected vendors and difficult checkout , poor customer service, multiple unintended payments and retention of card details[48][30].
Reviews.io – Pitchero (3.7/5 from 100 reviews)	Positive reviews highlight that Pitchero provides a professional website and effective communication for clubs[49].	Many negative comments mention unintuitive interfaces, forced upgrades that removed customisation and poor customer support[50].

6. Key gaps and differentiators

1. **Gymnastics-specific functionality** – LoveAdmin offers features built for gymnastics: skill progression tracking, automated promotion to next classes and progress-report emails[17]. Pitchero lacks similar functionality; its focus on team sports and match fixtures is less relevant to gymnastics clubs.
2. **Mobile member experience** – The JoinIn app provides a one-stop mobile portal where parents can book sessions, pay, update medical information and manage multiple children[21]. Pitchero's Club/Manager apps deliver push notifications and match management but do not allow editing personal details or progress tracking.
3. **Communication & automation** – LoveAdmin has an email builder with branded templates, targeting and automation for skill notifications, reminders and welcome messages[16][18]. Pitchero allows targeted emails and in-app messaging but lacks advanced automation; user reviews criticised the inability to customise website layouts and communications after forced upgrades[51].
4. **Payments and fees** – Pitchero's Pro package offers lower transaction fees (~ 1.6–1.8 % + 15–17p) than LoveAdmin's flat 3 % fee, especially beneficial for large clubs. However, LoveAdmin provides instant settlements via PayPal, whereas Pitchero's Stripe payouts take days and require minimum balances[13].
5. **Business support** – LoveAdmin includes detailed reporting and growth consultancy (Step2Success, School of Marketing)[39]. Pitchero focuses on digital advertising and fundraising but does not provide structured business-development programmes.
6. **User satisfaction** – LoveAdmin's overall satisfaction on Capterra/GetApp is high (~ 4.4/5) and reviews highlight responsive support; Pitchero receives lower ratings on Trustpilot and reviews.io with complaints about customer service and platform changes.

7. **Website & public presence** – Pitchero has a stronger website-building module for sports clubs, allowing league tables, match reports, live scores and media uploads[52]. This capability is beneficial for clubs wanting a public-facing site. LoveAdmin focuses on internal management and provides a branded booking site but not a full public website.
8. **Facility booking** – Pitchero integrates with Bookteq to manage venue bookings and collect deposits[37]. LoveAdmin does not currently offer facility-booking integration, which may be a gap for gymnastics clubs with multiple halls.
9. **Shop & merchandising** – LoveAdmin's V2 includes a more usable shop but inventory management is limited, while Pitchero allows merchandise sales and sponsorship but does not provide robust stock control.

7. Battle cards

7.1 Product battle card

Dimension	LoveAdmin	Pitchero	Takeaway
Core strength	Comprehensive membership and class-management platform with custom progress-tracking, robust communication tools and strong mobile experience via JoinIn.	All-in-one club website & management solution tailored to team sports; strong public website builder and match-day features.	LoveAdmin excels at class-based administration and parent engagement; Pitchero shines for clubs needing an integrated website and league management.
Payments & fees	3 % platform fee; choice of GoCardless, London & Zurich and PayPal; instant settlement via PayPal; automated retries and reminders.	Tiered transaction fees (1.6–2.58 % + fixed fee) depending on package; GoCardless offers Instant Bank Pay for same-day deposits; card payouts via Stripe take days.	For high-volume clubs, Pitchero may be cheaper per transaction; LoveAdmin offers faster settlements for card payments and simpler pricing.
Gymnastics-specific features	Custom development programmes, skill & level tracking, automatic promotion between classes, progress-report	No dedicated gymnastics features; focus on team fixtures and match statistics.	LoveAdmin has a clear advantage for gymnastics clubs.

Dimension	LoveAdmin	Pitchero	Takeaway
Communication & automation	Advanced email builder with branded templates, segmentation and automation; automatic skill notifications, welcome emails, payment reminders; marketing support programmes[16][18].	Email and in-app messaging with custom groups; no sophisticated automation; website advertising for sponsors.	LoveAdmin offers more powerful communications; Pitchero's messaging is adequate but basic.
Mobile experience	JoinIn app for members; allows booking, payment, detail updates and progress notifications[21]; administrators can record attendance and skills.	Club/Manager apps for news, fixtures, payments and messaging; no personal data editing or progress tracking.	LoveAdmin's mobile experience is more suited to class-based activities and parental self-service.
Reporting & business insights	Detailed finance, attendance and communication reports; business intelligence; growth consultancy[38][39].	Basic reporting; website analytics; fundraising analytics.	LoveAdmin provides richer insights and support for club growth.

7.2 Marketing battle card

Angle	LoveAdmin talking points	Counter-positioning vs Pitchero	Evidence
Customised experience for clubs	Market LoveAdmin as a platform designed around your club's workflow , with bespoke registration forms, custom booking site and flexible class & membership management[4]. Emphasise the ability to tailor development	Position Pitchero as more generic and team-sport oriented; emphasise that gymnastics clubs may find its match-day focus less relevant.	LoveAdmin's gymnastics page shows progress tracking and custom programmes[17], whereas Pitchero lacks such features.

Angle	LoveAdmin talking points	Counter-positioning vs Pitchero	Evidence
Build stronger parent relationships	programmes and engage parents at each milestone[8]. Highlight the JoinIn app – free for parents and members – that allows them to book, pay, update details and receive real-time updates on their child's progress[21].	Suggest that Pitchero's apps are designed for match fixtures and lack functionality for editing personal details or tracking progress; user complaints about complex checkout and poor UX further support this[48].	JoinIn app benefits summarised in LoveAdmin's announcement[21].
Revenue growth & cashflow	Communicate that LoveAdmin delivers consistent cashflow via automated billing, reminders, retries and instant settlement via PayPal [11][12]. The platform includes financial reporting and insights to uncover new revenue opportunities[38].	Acknowledge that Pitchero's Instant Bank Pay offers same-day settlement, but emphasise that card payouts take days and transaction fees vary by package[13].	LoveAdmin's buyer's guide lists settlement times for each provider[1]; Pitchero's help-centre article details payouts[13].
Trusted support & onboarding	Promote LoveAdmin's guided onboarding , data migration and award-winning customer service[27]. Share testimonials from Capterra where users praise the support team and smooth migration[28][29].	Note that Pitchero has limited personalised onboarding and receives negative feedback about customer service[30].	Capterra reviews highlight LoveAdmin's support; Trustpilot reviews show criticism of Pitchero's customer service.

7.3 Sales battle card

Objection	LoveAdmin response	Position relative to Pitchero
"Pitchero's fees	While Pitchero's Pro package offers	Highlight that LoveAdmin

Objection	LoveAdmin response	Position relative to Pitchero
“Our fees are lower.”	<p>lower per-transaction fees, clubs must pay £99/month and accept up to 7-day settlements for card payments[13]. LoveAdmin’s flat 3 % fee includes multiple payment options and immediate PayPal settlement[1]. For many clubs, faster cashflow and simplicity outweigh slightly higher fees.</p>	<p>has no hidden per-transaction fixed fees and includes rich features like progress tracking and automation.</p>
“We need a public website with league tables.”	<p>LoveAdmin provides a branded booking site and marketing support, but it does not include a public league/fixtures website. If a club needs a full public site with league tables, Pitchero may be more suitable. However, LoveAdmin integrates with existing websites via embed links and provides marketing resources to drive traffic.</p>	<p>Position LoveAdmin as the best choice for clubs focused on internal management, class scheduling and parent engagement rather than public match reports.</p>
“Our club uses GoCardless and is comfortable with Pitchero.”	<p>LoveAdmin supports GoCardless as well, so clubs can retain their existing direct debit processes. The platform also offers alternative providers (London & Zurich and PayPal) to improve settlement speed and flexibility[1].</p>	<p>Emphasise that staying with GoCardless is possible and highlight additional benefits such as automated progress tracking and better communication.</p>
“We worry about migrating data.”	<p>LoveAdmin provides free migration and hands-on onboarding, ensuring that existing data (members, payment history, class assignments) transfers smoothly[53]. Reviews note that migration to V2 was “brilliant” and well-managed[28].</p>	<p>Suggest that Pitchero’s migration involves self-service imports and may be more time-consuming.</p>
“Parents complain about user experience.”	<p>LoveAdmin’s JoinIn app offers a clean and intuitive interface; user reviews highlight ease of navigation[54]. In contrast, Pitchero users complain about unintuitive interfaces, pre-checked vendors and complicated checkouts[48].</p>	<p>Provide demos showing the difference.</p>

8. Conclusions

From a gymnastics-oriented perspective, **LoveAdmin** provides more suitable functionality than **Pitchero**. Its ability to track gymnast progression, automate communications, offer an intuitive mobile app for parents and manage complex class schedules makes it well-suited to clubs where individual athlete development and parent engagement are paramount. While Pitchero offers a strong website builder and lower transaction fees for larger clubs, its product is primarily designed for team sports and lacks features such as skill tracking and automated progress communication.

Clubs evaluating these platforms should weigh the importance of **progress-tracking, automated communications and rapid settlement** (strengths of LoveAdmin) against **public website and league management capabilities** (strengths of Pitchero). User feedback suggests that LoveAdmin provides better customer support and overall satisfaction, whereas Pitchero faces criticism for poor customer service and forced platform changes.

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