

# Competitive Analysis: LoveAdmin vs. TeamFeePay (Grassroots-focused)

## Positioning

**LoveAdmin** positions itself as a comprehensive administration platform for grassroots sport and activity organisations. It provides cloud-based tools for membership management, automated payments, event scheduling, communications and reporting. Pricing is transparent – sports clubs and membership organisations pay **£20 per month** plus a **3 % platform fee** on card/direct-debit payments<sup>[1]</sup>. The service emphasises quick cash-flow; PayPal settlement can be **instant** and GoCardless direct-debit settlement occurs within **5–7 working days**<sup>[2]</sup>, while London & Zurich takes **7–11 days**<sup>[2]</sup>. LoveAdmin highlights professional communication tools, detailed financial reporting and strong customer support.

**TeamFeePay** markets itself as a football club management platform created by former coaches. It focuses on automating club payments and registrations and supplements the core system with fundraising services, a digital club shop and development resources. The official pricing is **£41.99 per month or £416.58 per year**<sup>[3]</sup>, but the subscription fee is only part of the cost; the client terms note that an additional **per-transaction payment processing fee** is applied<sup>[4]</sup>. The fee includes payment-processor costs and TeamFeePay's own charges and can change with **30 days' notice**<sup>[4]</sup>. Reviews note that the platform is easy to use and support is responsive, but communication functionality is limited and administrators sometimes struggle to modify member plans<sup>[5][6]</sup>.

## Feature Comparison

Feature	LoveAdmin	TeamFeePay	Competitive Notes
<b>Payment Processing &amp; Fees</b>	Uses vetted providers such as <b>PayPal</b> (instant settlement), <b>GoCardless</b> (5–7 working-day settlement) and <b>London &amp; Zurich</b> (7–11 days) <sup>[2]</sup> . Organisations pay a transparent <b>3 % platform fee</b> plus card/direct-debit provider costs <sup>[1]</sup> .	Subscription fee <b>£41.99 per month</b> plus an <b>additional payment processing fee per transaction</b> <sup>[3][4]</sup> . The processing fee covers payment-process or fees, interchange and TeamFeePay	LoveAdmin provides transparent pricing and multiple payment providers with well-documented settlement times and refund options. TeamFeePay's pricing is less transparent –

Feature	<b>LoveAdmin</b>	<b>TeamFeePay</b>	Competitive Notes
	Automated payment reminders, payment retries, partial & full refunds, VAT rate settings and one-off invoices are built in[7]. A new recurring PayPal integration allows customers to pre-authorise cards and settle funds <b>within minutes</b> , even on weekends[8].	charges; details are not published but can change with notice[4]. The system offers automated collection and reconciliation of payments, instant payment collections and reminders for missed payments[9].	clubs pay a licence fee <b>plus</b> a variable processing fee and must maintain a reserve account[4]. Settlements times and fee rates are not public, making budgeting harder.
<b>Registration &amp; Member Database</b>	Members can register online through personalised portals; administrators have granular control over fields and consents. The central database includes contact details, medical information and attendance history; consents can be tracked for safeguarding and renewals[10]. Self-service portals reduce admin workload.	Provides customisable online registration forms and membership database with role-based access. Registration processes can collect only relevant information, embed club policies and ensure GDPR compliance[9]. Automated reporting offers quick summaries and full reports.	Both platforms handle player/member registration. LoveAdmin emphasises safeguarding (tracking of consents and attendance)[10], while TeamFeePay's forms are customisable but reviews cite difficulties changing members from one plan to another[11].
<b>Communications</b>	Rich communication suite: built-in email builder supports images, GIFs, attachments and reusable templates;	Communication tools are limited. Reviews note that administrators <b>cannot contact members directly</b>	LoveAdmin's communication suite is a major differentiator, offering marketing-grade

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	messages can be personalised and targeted using filters and delivered via email, branded SMS or posted to an online portal[12]. Over <b>40 automated notifications</b> and scheduled messages exist. Administrators can track opens, clicks, unsubscribes and spam reports[12].	<b>via email</b> through the system[13], and there is no mention of SMS. Some reviewers found it difficult to keep track of membership payments and to contact users[6][14].	emails, SMS and analytics. TeamFeePay lacks integrated email/SMS, forcing clubs to rely on external communication tools or manual workarounds.
<b>Reporting &amp; Business Intelligence</b>	Detailed reports show upcoming renewals, sales, payment processing, cash-flow projections, outstanding/late payments, session capacity and email engagement[10]. Reports allow administrators to cancel underperforming sessions or send payment requests directly from the report.	Automated summaries and full reports show membership and payment status[9]. Finance pages emphasise income generation planning, grant funding and sponsorship support[15].	LoveAdmin provides granular operational and financial reporting from within the system. TeamFeePay offers financial development resources and basic reporting but lacks the integrated business dashboards and drill-downs seen in LoveAdmin.
<b>Event &amp; Fixture Management</b>	Clubs can upload full fixture lists, schedule events and view calendars on mobile and tablet. Players can accept or decline events; availability is tracked; subs and match/training fees	Scheduling is mentioned but not described in detail. The system automates event registration and payments but there is less evidence of player	LoveAdmin's sports module provides robust team-management functions such as availability checker, event calendars and fee management[16].

Feature	<b>LoveAdmin</b>	<b>TeamFeePay</b>	Competitive Notes
	can be managed[16]. Emergency and medical information is accessible via mobile.	availability tracking or fixture management.	TeamFeePay appears less feature-rich for managing fixtures and player availability.
<b>Club Shop &amp; Fundraising</b>	LoveAdmin does not yet offer a native merchandise shop but supports invoicing, discount management and tracking of sales; clubs must integrate with external systems for merchandise.	Includes a <b>digital club shop</b> for merchandise and a fundraising platform with football-themed digital games[17]. Club development pages offer advice on income generation, sponsorship and grant funding[15][18].	TeamFeePay's built-in shop and fundraising tools are strengths for clubs wanting to sell merchandise or run raffles. LoveAdmin may rely on integrations or manual processes for merchandise sales.
<b>Mobile Access &amp; Apps</b>	Web-based platform; mobile-friendly dashboards. Users can tick registers and manage events from phones or tablets[16]. Some reviewers note <b>no dedicated mobile app</b> ; advanced tasks are clunky on phones <b>[1470†L1470-L1538]</b> .	Provides Android & iOS apps for members to receive notifications and make payments. However, there is no API and administrators rely on web dashboard[19].	TeamFeePay's native apps may appeal to parents seeking mobile convenience, while LoveAdmin's web app works well for basic tasks but lacks a fully-fledged mobile experience.
<b>Customer Support &amp; Onboarding</b>	Offers premium setup service and training (in person, live online, webinars, documentation and videos). Reviews frequently praise knowledgeable	Provides one-to-one onboarding and ongoing account management. Reviews highlight responsive customer support	Both platforms have strong support. LoveAdmin's training options (webinars, e-learning, phone support, live rep)

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	<p>account managers who assist with migration, provide quick answers and support via phone and live chat <a href="#">【1470†L1506-L1525】</a>. Transparent escalation channels exist.</p>	<p>and onboarding assistance<a href="#">[20][21]</a> .</p>	<p>may be broader. TeamFeePay emphasises account managers and hands-on support but lacks some training materials.</p>
<b>Limitations &amp; Gaps (grassroots focus)</b>	<ul style="list-style-type: none"> <li>- Complexity: some users find the system initially <b>difficult to learn</b> because of its breadth <a href="#">【1236†L1236-L1240】</a> .</li> <li>- <b>No dedicated mobile app</b>; registering students on mobile is possible but advanced tasks are clunky <a href="#">【1470†L1534-L1538】</a> .</li> <li>- Occasional issues connecting with PayPal; some parents experience greyed-out fields during signup <a href="#">【1470†L1518-L1538】</a> .</li> <li>- Email builder in earlier version had formatting limitations <a href="#">【1236†L1236-L1240】</a> .</li> <li>- <b>Limited communication tools</b> – cannot email members directly; administrators must use external systems<a href="#">[13][14]</a>.</li> <li>- <b>Unclear payment fees and settlement times</b> – per-transaction</li> </ul>		

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<p>processing fee is not disclosed publicly and can change; settlement schedule not documented[4].</p> <ul style="list-style-type: none"> <li>- Reviews cite difficulties modifying member plans[11], tracking monthly membership payments[6] and restricted administrator permissions[13].</li> <li>- Mobile apps exist but there is <b>no API</b> for integrations[22].</li> </ul>			

## Key Differentiators from a Grassroots Perspective

1. **Transparency & Choice of Payment Providers** – LoveAdmin publishes its subscription fee and payment platform fee. Clubs choose between PayPal (with almost-instant settlement), GoCardless (5–7 days) and London & Zurich (7–11 days)[2], enabling them to balance cost against cash-flow. TeamFeePay's payment processing fee is part of a separate schedule and includes interchange and platform charges, leaving clubs with limited visibility of per-transaction costs[4]. Grassroots organisations often operate on slim margins; transparent fees and predictable settlement times help with budgeting.
2. **Integrated Communications** – LoveAdmin's built-in email/SMS engine with templates, personalisation and analytics means clubs can manage newsletters, payment reminders and event notifications from one place[12]. TeamFeePay lacks similar tools; reviews highlight inability to contact members via email[13], forcing clubs to use external systems and increasing administrative complexity.
3. **Comprehensive Reporting & Safeguarding** – LoveAdmin offers detailed financial and operational reports, including upcoming renewals, cash-flow projections and session capacity[10]. It also tracks consents and attendance for safeguarding purposes, which is vital for child-focused sports clubs. TeamFeePay provides summary reports and financial planning resources but lacks the in-system dashboards and safeguarding tools to the same extent.
4. **Event & Availability Management** – LoveAdmin supports uploading full fixture lists, tracking player availability, managing match fees and recording attendance via mobile[16]. TeamFeePay focuses on registration and payment but provides few

details about availability tracking or subs management. For community clubs run by volunteers, the ability to know who is available for matches and training is a significant advantage.

5. **Club Shop & Fundraising** – TeamFeePay's integrated merchandise shop and digital fundraising games provide a simple way to generate additional revenue[17]. LoveAdmin does not include a native shop; clubs must integrate with external solutions. Clubs looking to sell kit or run raffles may find TeamFeePay's shop attractive.
6. **Customer Support & Migration** – Both platforms receive high praise for responsive support and smooth onboarding. LoveAdmin's broad training options (live webinars, e-learning, documentation) and premium setup service underpin its transition processes [1470+L1506-L1525]. TeamFeePay's account managers and club development support provide hands-on assistance[20] but training materials appear less extensive.

## Battle Cards

### For Product Team

- **Why LoveAdmin Leads:** Transparent pricing (£20/month + 3 % platform fee) and well-documented payment settlement times (instant via PayPal, 5–7 days via GoCardless, 7–11 days via London & Zurich)[2] give clubs financial predictability. Integrated communications and reporting tools mean administrators can manage payments, events and member engagement without third-party tools[12][10]. The team-management module includes availability tracking and safeguarding features[16]. Continuous development (recent PayPal recurring-payments integration with near-instant settlement[8]) shows a commitment to innovation.
- **Watch Out:** Some users report a learning curve and clunky mobile experience [1470+L1534-L1538]. The platform currently lacks a native shop; integrating a merchandise module may prevent clubs from turning to TeamFeePay's shop. Ensuring smoother PayPal integration and developing a dedicated mobile app would address common concerns [1470+L1518-L1538].

### For Marketing Team

- **Positioning Angle:** Emphasise LoveAdmin's end-to-end solution that eliminates manual spreadsheets and reduces volunteer burden. Highlight the choice of payment providers and instant settlement via PayPal, which ensures quick cash flow for clubs. Stress the integrated communications suite and advanced reporting, which help clubs connect with members and make data-driven decisions. Use testimonials from user reviews praising the support team and how the system increased revenue and freed time [1470+L1506-L1525]. Contrast this with TeamFeePay's limited email capability and opaque fees[13][4].

- **Addressing Objections:** If prospects mention TeamFeePay's shop or fundraising games, acknowledge the appeal but point out that LoveAdmin can integrate with third-party e-commerce tools. For those concerned about migration complexity, reference user reviews that describe smooth transitions from version 1 to version 2 and strong support [\[1236\]L1271-L1318](#). Emphasise that LoveAdmin continually updates its platform (e.g., PayPal recurring payments) and invests in new features.

## For Sales Team

- **Key Questions to Uncover Needs:**
- Do you need detailed reporting on cash flow, outstanding payments and event attendance? If yes, highlight LoveAdmin's reporting suite[\[10\]](#).
- How important is sending targeted emails or SMS directly from the system? If high, showcase LoveAdmin's communication suite and automated reminders[\[12\]](#).
- Do you require quick settlement of funds? Explain the options: PayPal for instant settlement and GoCardless/London & Zurich for direct-debit processing with clear timelines[\[2\]](#).
- Do you need a built-in shop? If so, discuss potential integrations or roadmap plans while emphasising LoveAdmin's superior core admin tools.
- **Handling TeamFeePay Objections:** *If price sensitivity arises:* demonstrate that LoveAdmin's base subscription (£20/month) and transparent 3 % fee often result in lower total cost than TeamFeePay's higher licence fee plus unknown per-transaction charges. *If communication tools are important:* ask how they currently contact members; emphasise that LoveAdmin eliminates the need for separate email software. *If club shop is a priority:* recognise TeamFeePay's shop but point out LoveAdmin's ability to integrate with established e-commerce providers and its focus on efficient core administration and compliance.

## Conclusion

Both platforms offer valuable tools for grassroots clubs, but they differ markedly in transparency and scope. LoveAdmin provides predictable pricing, multiple payment providers with clear settlement times, powerful communication and reporting tools and a robust sports-management module. TeamFeePay includes a built-in shop and fundraising options and offers hands-on club development support, but its opaque transaction fees, limited communications and restricted admin functionality may constrain clubs seeking efficiency. For organisations prioritising administrative efficiency, financial clarity and integrated communications, LoveAdmin offers a more comprehensive solution. Clubs primarily focused on merchandising or fundraising may consider TeamFeePay but should assess the additional per-transaction costs and communication limitations.

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[1] Pricing Plans | LoveAdmin Membership Management Software

<https://loveadmin.com/pricing/>

[2] PowerPoint Presentation

[https://loveadmin.com/wp-content/uploads/2021/08/Buyer\\_Guide\\_-\\_Membership\\_Organisations.pdf](https://loveadmin.com/wp-content/uploads/2021/08/Buyer_Guide_-_Membership_Organisations.pdf)

[3] TeamFeePay Pricing - Club Plans

<https://teamfeepay.com/pricing/>

[4] Client Terms And Conditions - teamfeepay

<https://teamfeepay.com/client-terms-and-conditions/>

[5] [13] [20] Team Fee Pay - Smyte

<https://smyte.com/software/team-fee-pay/>

[6] [11] [14] [21] Team Fee Pay Software Reviews, Demo & Pricing - 2025

<https://www.softwareadvice.com/membership-management/team-fee-pay-profile/>

[7] Payment solution features | LoveAdmin

<https://loveadmin.com/software/features/payment-solution/>

[8] Introducing recurring payments that settle in minutes | LoveAdmin

<https://loveadmin.com/generating-income/recurring-payments-that-settle-in-minutes/>

[9] TeamFeePay Payments - Club Finances

<https://teamfeepay.com/payments/>

[10] Club booking and membership reports | LoveAdmin

<https://loveadmin.com/software/features/business-reports/>

[12] Communications features | LoveAdmin

<https://loveadmin.com/software/features/communications/>

[15] Finance - teamfeepay

<https://teamfeepay.com/finance/>

[16] Complete team sports management software | LoveAdmin

<https://loveadmin.com/software/features/team-sports/>

[17] Football Club Management Software | Book A Demo | TeamFeePay

<https://teamfeepay.com/>

[18] Club Development - teamfeepay

<https://teamfeepay.com/club-development/>

[19] [22] Team Fee Pay 2025 Pricing, Features, Reviews & Alternatives | GetApp

<https://www.getapp.com/recreation-wellness-software/a/team-fee-pay/>