INTRODUCTION

The football club had Bloomtools build them a modern, attractive [website](https://www.bloomtools.com/index.php?id=1000481) that matched their team colours.  The site needed to show that the club was a great team to be a part of, so to illustrate this to visitors straight away, the site's [flash header](https://www.bloomtools.com/index.php?id=1000498) featured images of members playing football and having fun.  The overall layout of the site is simple and streamlined so people can easily find the information they need.

Some features of the website include:

* [Events calendar](https://www.bloomtools.com/index.php?id=1000497) - the calendar contains details of games, training and special events and is updated regularly so it was an important resource for club members.
* Wall of fame - a photo gallery of all the best performing club members from each season.
* [Photo gallery](https://www.bloomtools.com/index.php?id=1000504) - images from awards nights, club events and pictures sent in by club members. The photo galleries got people coming back to the site, spending more time there and raving about it to others.
* [Online shop](https://www.bloomtools.com/index.php?id=1000508) - a simple shop on their site for people could buy branded merchandise from their club, such as jerseys, water bottles and towels.  This was a huge hit with their members and helped them generate extra revenue.

The club also implemented a sophisticated [membership management system](https://www.bloomtools.com/index.php?id=1000503) on their website in order to manage all the details of their growing number of members, as well as the payment of their membership fees. Within this system, they could easily add and edit member's details, as well send them payment reminders and actually collect payment from them. This system significantly lowered their administration costs and made it possible for them to accept more new members.

To help with their other challenge of attracting new sponsors, the club needed to offer local businesses something that other clubs couldn't.  They implemented an [advertising program](https://www.bloomtools.com/index.php?id=1000483) on their site where sponsors got to place free advertisements on their website and in their weekly email newsletters.  This was a great incentive for sponsors because the site received a large amount of traffic.