

Grassroots clubs—whether football, netball, cricket, or any other community sport—face an ongoing challenge: keeping their web presence professional, current, and fit-for-purpose, all without drowning in expensive subscriptions. Many clubs start with easy-to-use website builders like Wix, but over time, “subscription bloat” sets in as they add tools for registrations, messaging, volunteer scheduling, and more. This can balloon costs, complicate admin, and lock clubs into platforms with hidden fees.

In this article, we’ll explore how to replace Wix and still maintain a modern club web presence — focusing on cutting unnecessary subscription costs while keeping things user-friendly for your community of players, parents, and supporters. We’ll also share practical alternatives for key club functions, illustrate pricing examples for a typical club of ~500 active contacts, and help you leverage free hosting and pay-per-send messaging to keep your admin light and budgets lean.

## Why Replace Your Wix Website?

Wix offers a straightforward, drag-and-drop platform that many grassroots clubs use as a starting point. But as your club grows and your needs evolve, you might notice a few issues:

- **Subscription bloat:** Adding multiple Wix apps, premium features, and email marketing plans can increase monthly fees beyond what many volunteer-run clubs can justify.
- **Complexity of managing multiple features within one ecosystem:** Each added Wix app might require separate logins or subscriptions, leading to admin headaches.
- **Hidden costs and limits:** Storage, bandwidth, contact lists, and messaging may come with caps or per-use fees often buried in pricing pages.
- **Limited flexibility:** As your club’s needs change season by season, Wix’s platform may not adapt easily to custom registrations, volunteer rostering, or ticketing without additional tools.

All these factors mean many clubs search for alternatives that still deliver a modern, professional web presence but save money and reduce admin friction in the long run.

## Key Features Your Club Website Still Needs

Before looking at alternatives, let’s define the main requirements for a typical grassroots club site supporting around 500 players, parents, and supporters:

- **Attractive, mobile-friendly homepage** with your club info, news, calendar, and contact details.
- **Online registration and membership forms** that feed directly into your member database or spreadsheet.
- **Event management and ticketing** integration, or at least clear links to where supporters can buy tickets or book events.
- **Recurring and ad-hoc communication channels** for newsletters, game day reminders, and volunteer coordination.
- **Volunteer and roster management** tools that make committee handovers smooth and keep roles documented.
- **Free (or low-cost) hosting and domain management** wherever possible, to reduce overhead.

## Typical Club Tool Stack Costs: What You’re Really Paying For

Most grassroots clubs end up with a mixed tool stack alongside Wix, each with their own fees that add up quickly:

- **Website builder (e.g., Wix, Squarespace, Weebly):** \$15-\$30/month depending on plan.
- **Email marketing service (Mailchimp, Constant Contact, etc.):** Often \$10-\$50/month just for the subscriber list size, plus per-email fees if over free tier.
- **Online forms and registrations (Jotform, Google Forms, Wufoo):** Many offer free tiers but charged for higher form limits or payment integration.
- **Volunteer scheduling tools:** \$10-\$40/month or more, depending on roster size and features.
- **Event ticketing platforms:** Usually free to start but charge a per-ticket or booking fee around 3-5% + fixed cents.

In total, many clubs can spend **\$50-\$150 per month** on these tools even before adding costs for domain registration or email hosting. Over a 9-month season, that's nearly \$500 to \$1,350 annually.

## Cost Breakdown Example for a Club of ~500 Players, Parents, and Supporters

| Tool / Service                   | Monthly Cost | Season Cost (9 months) | Notes                                                      |
|----------------------------------|--------------|------------------------|------------------------------------------------------------|
| Wix Premium Website Plan         | \$25         | \$225                  | Includes hosting and basic apps                            |
| Email Marketing (Mailchimp)      | \$30         | \$270                  | Based on 500-600 contacts (players + parents + supporters) |
| Volunteer & Roster Management    | \$20         | \$180                  | Simple scheduling apps                                     |
| Online Registrations (Paid Plan) | \$15         | \$135                  | Allows payment form, no branding                           |
| <b>Total</b>                     | <b>\$90</b>  | <b>\$810</b>           | Typical season cost <b>thetechleaders.com</b>              |

This pricing doesn't include per-message or ticket fees, which often sneak in and inflate the actual spent.

## How to Cut Costs and Avoid Subscription Bloat

The good news: you don't need to rely on all-in-one platforms that bundle features into pricey monthly tiers. With some smart choices, your club can:



- **Leverage free hosting** through platforms like GitHub Pages, Netlify, or affordable WordPress hosting, reducing ongoing fees.
- **Use pay-per-send messaging services** instead of flat-rate monthly email marketing tiers that charge for contacts you don't email regularly.

- **Implement free online forms and registration tools** that integrate with your spreadsheets or simple databases at no cost.
- **Separate ticketing platforms** that don't charge monthly fees but take per-ticket fees only when you sell something.
- **Centralize login and admin workflows** to avoid juggling multiple usernames and passwords for simple tasks.

## The Magic of Pay-Per-Send Messaging

A typical club might email newsletters once a month and game reminders weekly. Using a traditional email marketing tool with 500+ contacts means paying for every contact whether you email them or not. Pay-per-send platforms (like Postmark, SendGrid, or Amazon SES) charge based on actual emails sent, saving money when your mailouts are less frequent or targeted to subsets only.

## Free Forms and Registrations

Many clubs pay for form services that lock their contact data behind paywalls or limited form responses. Google Forms, Airtable Forms, and even some open-source form builders allow you to collect registrations and manage entries without additional fees. You can then export or sync responses with your club databases.

## Example Modern Minimalist Club Web Presence Setup

### 1. Free or low-cost hosting and static site:

- Create a static website using templates on GitHub Pages or Netlify — totally free with custom domain support.
- Use a modern static site generator (e.g., Hugo, Jekyll) or pre-built flat site templates for simplicity and speed.

### 2. Forms & registrations:

- Employ Google Forms or Airtable Forms for online registrations and membership forms.
- Embed these forms directly into your website or link them prominently.
- Integrate form responses with spreadsheets or Airtable for easy volunteer or player database management.

### 3. Email & messaging:

- Use a transactional, pay-per-send service like SendGrid or Postmark (some offer free monthly credits).
- Run mail merges from Google Sheets using tools like Yet Another Mail Merge or Mailmeteor to send personalized emails without monthly list fees.

### 4. Volunteer rostering and event ticketing:

- Use free or pay-per-use event platforms such as Ticket Tailor or Eventbrite for ticket sales; these charge per-ticket fees but no monthly subscription.
- Adopt free roster tools like TeamSnap's free tier or VolunteerSpot if only basic scheduling is needed.

## Season Cost Estimation with This Minimalist Setup

| Service / Tool                                       | Monthly Cost | Season Cost (9 months) | Notes                                                   |
|------------------------------------------------------|--------------|------------------------|---------------------------------------------------------|
| Free hosting (GitHub Pages / Netlify)                | \$0          | \$0                    | Unlimited bandwidth and storage (for grassroots scale)  |
| Google Forms / Airtable Forms                        | \$0          | \$0                    | Registration & data collection                          |
| Pay-Per-Send Email (SendGrid free tier + paid)       | \$10         | \$90                   | Based on ~1000 emails per month (game day, newsletters) |
| Volunteer Scheduling (free tier of TeamSnap / Spond) | \$0          | \$0                    | Basic rostering included                                |
| Event Ticketing (Ticket Tailor / Eventbrite)         | \$0          | \$0                    | Pay per ticket sold (3.5% + \$0.30 typical)             |
| <b>Total Base Cost</b>                               | <b>\$10</b>  | <b>\$90</b>            | Excludes per-ticket fees                                |

*Note:* This setup assumes moderate email volume and simple registrations. Paying only for what you use keeps subscriptions lean and transparent.

## Transition Tips: Handing Over to Your Committee Without Drama

One of the common pain points of grassroots clubs is committee turnover resulting in lost passwords, undocumented workflows, and duplicated subscription fees. Here's how to avoid that when moving off Wix:

- **Document everything:** Write clear instructions on how to access hosting, forms, email tools, and ticketing services.
- **Create shared logins with secure password managers:** Avoid personal emails tied to subscriptions.
- **Use tools that integrate with spreadsheets or cloud accounts your club controls,** not volunteer personal accounts.
- **Schedule a handover meeting** near the AGM where outgoing and incoming committees review tools together.
- **Keep a 'things that break on game day' list** and involve key users so issues get tracked and fixed across AGM cycles.

## Summary: Keep It Simple, Keep It Modern, and Save Money

Replacing Wix doesn't mean losing your club's modern web presence. By switching to free hosting, pay-per-send messaging, and free or low-cost online forms, you can:



- Save significant season-long subscription costs (potentially cutting \$700+ annually)
- Reduce login clutter and avoid duplicated features in multiple tools

- Maintain a professional, mobile-friendly website with easy update options
- Keep communication efficient and targeted without paying for unused contacts
- Make committee handovers smoother with better documentation and shared resources

Focus on what your club really needs: a reliable online presence, simple registrations, clear communication, and volunteer coordination. One client recently told me learned this lesson the hard way.. With the right setup, you can cut subscription bloat and keep your grassroots club running smoothly—season after season.

## Further Resources

- GitHub Pages for free static website hosting
- Netlify free hosting & deployment
- Google Forms for free registrations
- Airtable Forms for customizable data collection
- SendGrid pay-per-send email pricing
- Ticket Tailor pay-per-ticket event platform