TOURNEY DIRECT · GETTING STARTED

Getting Started: College Coaches

Your step-by-step guide from first login to paying your coaches. Most of it you set up once per event; after that, Teddy, your AI operations manager, handles the texting: offers, reminders, check-in links and payment notices.

Coaches never download an app or create a login

They submit interest from a link and answer Teddy by text

Stuck? Click Ask Teddy on any page

Your seven steps

1 Log in and add your team → 2 Add your event → 3 Set up sessions or shifts →

4 Choose where coaches come from → 5 Coaches submit interest, you send offers →

6 Set up payments → 7 Event day check-in, then pay

STEP 1

Log in and add your team

Your main admin gets the first login. They add everyone else, so you only need to send us one name to get started.

1. **Set your password.** Watch your inbox for the create-your-password email, then log in at operators.tourneydirect.com. Teddy also texts you a welcome; save his number as "Tourney Direct".
2. **Add your team.** Go to **Account → Team & Permissions** and click **+ Add person**. Enter their name and email, choose what they can do, and click **Add person**. To add several people at once, use **Bulk upload**. (A-05)
3. **Set what each person can do.** Click anyone's row to expand their settings. Every action is off by default, so check only what they need; changes save as you go. (A-06)

Each person you add gets their own create-your-password email and a welcome text from Teddy.

Decide now who can approve pay. Coach pay is approved in **Payroll** by the approvers you name there (Step 6). If someone later tries something they don't have access to, they can request it on the spot and your admin approves it by text. (A-04, A-09)

STEP 2

Add your event

Every coach works from the same event record, so fill it in once and it powers their event page, their check-in texts and Teddy's answers. (Events Quick Start, E-01)

Create it

Pick whichever is easiest; each creates the same event.

WAY	HOW
One event	**Events** in the left sidebar, then **Actions ▾ → Add one event**. Fill in the form and click **Submit**.
Many events	**Actions ▾ → Bulk upload events**. Download the template, one row per event, and upload it.
Ask Teddy	Type "Help me add a new event" and he asks for what he needs.
Same event as last year	Click **Run it back** on last year's event card and give Teddy the new dates. (E-19)

Fill in the details

Open **Actions ▾ → Edit this event** and work top to bottom. The **Event readiness** panel shows what's still missing.

1. **How are people joining?** Tick **Paid staffing**. (Tick **RSVP invitations** too only if you are also inviting coaches to attend without pay.)
2. **Schedule & arrival.** Name, dates, **Start time** and **End time**, plus **Staff arrival time**, **Arrival location** and an **Onsite point of contact**. Check-in texts go out 30 minutes before each shift starts (or before the arrival time if you have no shifts), so use a real time like "7:00 AM".
3. **Location & complexes. Complex 1** needs a full address; it sets your time zone, maps and directions. Add more complexes and parking info as needed.
4. **Pay & stipend.** Tick **Paid via TD Pay** and choose your **Staff classification**. The **Stipend payment date** is only a note shown to coaches; the real pay date is the one you pick when you approve pay in **Payroll** (Step 7). Rates are set per coach later, never here.
5. **Descriptions, links and files.** Add notes for coaches, your schedule link, a venue map and any rules. Up to 20 MB per file.
6. **Save event**, then **Preview as staff** to see exactly what coaches see.

Set up your sessions or shifts

If coaches can work different parts of your event, build those as shifts before you share your sign-up link. Coaches then pick the sessions they can work when they submit interest, and you see exactly who is covering what.

Open **Coaches** in the left sidebar, pick your event, then **Actions** ▾ → **Manage shifts**. Add one shift for each block coaches can work: set its **Role** to **Coach**, give it a **Shift name** the way your coaches think about it, its own date and times, and how many coaches you need in **Needed**. Use **One per day** for one shift each day, or **Quick add single** to add sessions one at a time. Common setups:

YOUR EVENT	SHIFTS TO CREATE
Two-day weekend	Saturday, Sunday
Showcase plus recruiting day	Friday Night Showcase, Saturday Recruit
Training camp or clinic (for example GoalieSmith-style)	Session 1, Session 2, Session 3 on Saturday; Session 4, Session 5 on Sunday, each with its own start and end time; add each one with **Quick add single**
Single block	No shifts needed; the event's start and end times are used

How it works for you and your coaches

Shift Detail

, under the tiles on the Coaches page, shows how many coaches you still need on each shift, based on the

Needed

number you set in

Manage shifts

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A coach on more than one shift shows as one row with "2 shifts". Click it to expand.

They get

one

offer text covering all their shifts, and can accept all, decline all, or choose individual shifts on the offer page.

Shift times drive check-in: Teddy sends each coach's check-in link 30 minutes before their shift starts and the check-out link when it ends.

Shifts don't move with the event. If you change event dates later, update them in

Manage shifts

too.

STEP 4

Choose where your coaches come from

You can recruit by sharing your sign-up link with coaches you know, through the Tourney Direct college coach network, or both. Every path ends in the same place: the coach submits interest through your event's sign-up page and lands on your Coaches page as **Interested**.

Either way, list your event on the Stipend Marketplace. Actions ▾ → Stipend Marketplace, switched on, lists your event where college coaches look for paid work, whichever option you use. It reads **Published, open to interest** when it's on.

	OPTION A: SHARE YOUR SIGN-UP LINK	OPTION B: TOURNEY DIRECT COACH NETWORK
Best for	Coaches who already know you or have worked your events	Filling open spots with new programs, divisions or conferences
How you reach them	Your own email, website, newsletter or social posts, plus the **Stipend Marketplace** listing	**RecruitingPro** emails, plus the **Stipend Marketplace** listing
What you send	Your stipend sign-up link	A recruit email with your interest page link built in
Access	Included	RecruitingPro is a subscription for your organization; email info@tourneydirect.com to add it

Option A: Share your sign-up link

1. On the Coaches page, click **Links ▾ → Copy stipend sign-up link**.
2. Paste it into your own emails, website or social posts. Coaches tap it, pick their sessions and submit their interest.
3. Only send to coaches who know your organization. Purchased lists bounce and get marked as spam.
4. There's no way to upload a coach list. Coaches join your event by submitting interest through the link, which is where they pick their sessions and give their own contact details.

Option B: Use the Tourney Direct coach network

1. **Email coaches with RecruitingPro.** Go to **Messages → RecruitingPro**. Under **Find coaches to recruit**, pick a **Division**, **Conference** or **Program**, then narrow by **Position title**, **Coach type** and **Sport**. Click **Apply filters**.
2. **Build your To: list** from **Coaches Found**, then pick a template under **Start from a template**, choose your event and click **Load template**. The interest page link fills in for you, and each coach's name, program and conference are personalized.
3. **Send** with **Send recruit email**, or schedule it. Tuesday to Thursday, 9 to 11 AM gets the best open rates.

RecruitingPro limits: 100 coaches per send and 250 per rolling 24 hours, with a confirm step at 25 or more. These limits protect your sending reputation: steady, smaller sends keep your emails landing in coaches' inboxes instead of spam folders, so more of them get opened. Coaches who unsubscribe are skipped automatically. (Messages and RecruitingPro Quick Start)

Using both? Start by sharing your sign-up link, then use RecruitingPro to fill the gaps that **Coaches Short** shows you.

STEP 5

Coaches submit interest, you send offers

Submitting interest doesn't reserve a spot, and nothing is sent to a coach until you make them an offer. You choose who works; Teddy handles the texting. (Coaches Quick Start)

1. **Set your targets.** On the Coaches page, click the pencil on **Coaches Needed** and **Stipend Budget**. **Awaiting Reply**, **Accepted**, **Coaches Short**, **Stipend Spend** and **Balance** fill in from there.
2. **Review who submitted interest.** Each coach appears as **Interested**. Click **Columns** to show **Rate Type**, **Response**, **Program**, **Division**, **No Show Rate %** and **Cancel Rate %** to help you choose.
3. **Set each coach's rate.** Pick a **Rate Type** (Flat Fee, Per Hour or Per Game) and type the **Rate**. It saves on its own. For many coaches at once, check their rows and use **Bulk Update ▾ → Update Stipend $**. (C-03)
4. **Send the offer.** Change the coach's **Status** to **Send Offer**, or use **Bulk Update ▾ → Update Status → Send Offer**. It goes out right away, with no "are you sure?" step, so set the rate first.
5. **Watch the replies.** Coaches reply YES or NO to Teddy. A YES moves them to **Confirmed** and texts you. Teddy sends reminders and releases the spot if they never answer, on a schedule based on how close the event is. (C-17)

Full up? Turn on **Actions ▾ → Coaches Full**. New sign-ups go to **Standby**, giving you a waiting list if someone drops out.

Need a hand? Ask Teddy on the page: "Offer Jordan Lee $300 flat fee", "Who hasn't accepted yet?" or "Send reminders to coaches who haven't accepted." He shows a **Confirm** button before sending anything.

STEP 6

Set up payments for your 1099 coaches

You pay your coaches directly from your own bank account, and Tourney Direct never holds your money. Because college coaches are paid as 1099 contractors, you're on the short path: no work locations, tax setup or pay schedule. Do this early: if you verify your bank with two small test deposits, they take 1 to 3 business days to arrive. (Payroll Quick Start)

Have this ready (about 15 minutes)

- Legal business name, EIN and your IRS EIN letter (CP-575 or 147C)
- Articles of Organization or Incorporation
- Owner's date of birth, SSN, home address, title, ownership percentage and a photo ID
- The bank account payroll will come from

Set up your organization (Payroll → Organization, once)

1. Under "Who will you pay?", pick **1099 contractors**.
2. Answer whether this EIN paid anyone through another payroll provider earlier this year.
3. Click **Start** under **1. Company setup** and complete your business details, owner details, agreements and bank account on the secure page.
4. If you verify with two small test deposits instead of connecting your bank instantly, click **Confirm bank deposits** when they arrive and enter the amounts. You can keep setting up while you wait.
5. Under **Approvers**, add a primary approver and a backup, then click **Save approvers**.

The **Payments** card shows **Ready to pay** once you're verified.

Get your coaches set up to be paid (Payroll → Employees & Contractors, once per coach)

1. Click **Add people** and **Sync from staff directory** to bring in your confirmed coaches (you can also upload a spreadsheet). This is only for payroll setup; coaches still join your event through your sign-up link. Mark each as **1099** and make sure they have a mobile number (needed to text their setup link) and a work state.
2. Click **Send links to all pending**. Teddy texts each coach a secure link to confirm their identity, sign a W-9 and add direct deposit. No login or password.
3. Rows show **Good to go** when done. Teddy reminds anyone unfinished at 24, 48 and 60 hours.

Send these links as soon as coaches confirm, so nobody is held at payday.

STEP 7

Event day check-in, then pay

On event day you watch; Teddy runs check-in. After the event, you enter pay and approve it once.

Event day

- Confirmed coaches get a check-in link by text 30 minutes before their shift starts, and a check-out link when it ends. They can also scan your event QR code (**Links ▾ → QR code**).
- **Check-In**, **Check-Out** and **Time at Event** fill in live on the Coaches page. A warning icon means they checked in away from the venue. (C-12)
- You get check-in updates by text 2 and 4 hours after check-in opens, listing anyone not there yet.

Pay (Payroll)

1. **Add event pay** on **Hours and pay items**: click **Sync events**, pick the event, choose which staff and which EIN pays, and review. Each coach's amount comes straight from the rate you set on the Coaches page, so you never re-enter it. Click the **Add … to this payroll** button, which shows how many coaches and the total. Repeat for each event.
2. **Approve** on **Approve and pay** (approvers only). Check that each coach shows **Ready**; a **Held** coach usually hasn't finished their W-9 or direct deposit link, or has no rate set.
3. Leave the pay date empty to use the earliest available date, about three business days out, then click **Approve and pay**.

Teddy texts each coach their amount and arrival date right away. Your bank account is debited for the payroll total, and 1099-NECs are generated and filed for you at year end.

Paying someone for work outside an event? Enter it by hand on **Hours and pay items**: pick **Flat** or **Per hour**, enter the rate and **Qty** (1 = pay the flat amount once). **Gross** fills in.

Help articles and support

TOPIC	WHERE TO READ MORE
Adding your team	A-05 Add someone to your team, A-06 Set what they can do
Events	Events Quick Start, E-01 Add an event, E-19 Run it back
Shifts	S-01 What is a shift, S-02 Add one shift per day, S-03 Sessions and positions
Coaches	Coaches Quick Start, C-03 Pay rates, C-17 Offers and reminders, C-12 Check-in
Recruiting	Messages and RecruitingPro Quick Start
Payroll	Payroll Quick Start