

## CASE STUDY

**Hulp helps community sporting clubs and not-for-profits run better. Active Digital (ACTXV) built the platform that runs Hulp itself — front to back on Softr and Airtable: a public lead funnel, a CRM pipeline, club and member management, automated branded documents, e-signed agreements and Stripe subscriptions. A hands-on advisory service, turned into a system that scales.**

**1**

platform, front to back

lead funnel → CRM → delivery → billing

**5**

integrations, one system

Stripe · Calendly · e-signatures · PlayHQ  
· Meta**auto**

branded documents generated

club name, logo and registration, on  
demand

## THE CHALLENGE

Running an advisory for sporting clubs and not-for-profits means doing everything at once — generating and qualifying leads, onboarding clubs, tracking members and compliance, producing branded documents, and billing — usually across a pile of disconnected tools and manual work. To grow beyond what one person can hand-hold, the whole operation needed to live in a single system: capture demand, convert it, deliver the service, and get paid, without the admin scaling with every new club.



Public platform (demo data)

## OUR APPROACH

### A Lead-Generation Funnel

A public landing page and capture form, wired for ad tracking, with a dedicated conversion page — turning marketing spend into qualified, tracked enquiries.

### A CRM Pipeline

Prospective clubs are managed by sport, service interest and stage, with assignment and next-action tracking — one place to see and move every opportunity.

### Club & Member Management

Each club's members, seasons, milestones and compliance live together, with a PlayHQ integration pulling live registration data in automatically.

### Documents, Onboarding & Billing

A self-serve library auto-generates club-branded documents; service agreements are e-signed for onboarding; and Stripe handles subscription billing — the back office, automated.

#### OUTCOME

Hulp's entire operation — demand generation, sales pipeline, service delivery, compliance and billing — now runs in one Softr and Airtable platform instead of scattered tools and manual admin. The advisory can take a club from a first click to a signed, billed, fully-managed client without the busywork growing with every sign-up.

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#### CONTINUED PARTNERSHIP

Delivered milestone by milestone to a completed MVP, built to let a lean advisory scale and ready for ongoing iteration as it onboards clubs.