

Professionalism On And Off The Field

How A Large Football League Uses DialMyCalls To Communicate Across 15 States

The Gridiron Developmental Football League is all about community and professionalism.

To keep their players safe, on schedule, and in contact, they need a way to communicate with entire teams or leagues at the same time.

Rather than spending several hours a week calling each coach or player individually, GDFL needs a way to streamline this communication so they have more time to spend on the fun parts of football.

The answer? A program that can allow for messages to be recorded or written in advance and scheduled for delivery later on, that allows everyone to receive information simultaneously.

Who Is the Gridiron Developmental Football League?

The Gridiron Developmental Football League, or GDFL, was established to provide the community with high quality sports entertainment and to provide athletes with the opportunity to participate in professional sports.

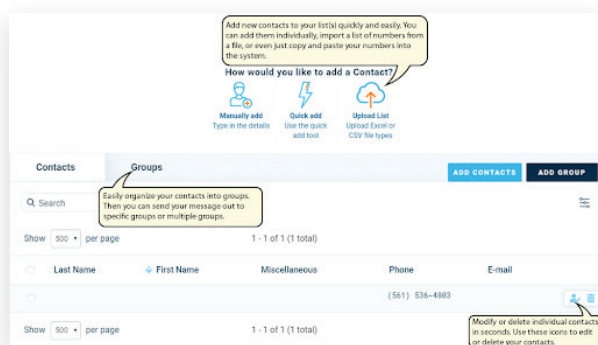
The GDFL continues to strive to provide a quality minor professional level of football throughout the United States and give both athletes and fans the opportunity to be a part of history.

These days, the GDFL has 32 teams across 15 states. Keeping in contact with so many players is no small feat. Thankfully, the GDFL uses DialMyCalls to handle communication so their contact with each team is both efficient and professional.

Making A Call (Or Forty)

Tracy Hardney-Scott, the COO of the GDFL, describes communication in the organization's early days as "very hectic and very inconsistent." Early on, communication between all leadership, coaches, and other parties was done by individual phone calls.

"It was just little effectiveness, it wasn't efficient enough for me."



During peak football season, this individualized communication took approximately 4 hours a week, minimum.

In addition to the time itself, Hardney-Scott had to keep track of who she contacted, who contacted her back, and what information each party had. She began to recognize that her communication method wasn't going to work in the long run.

"With DialMyCalls, you can easily upload contacts and groups for mass calling"

Getting Started With DialMyCalls

Hardney-Scott began doing online research to see what options were available to her to facilitate professional and efficient mass communication.

One day, she came across DialMyCalls. The program piqued her interest, so she contacted the DialMyCalls team. Soon after, she received a call from a representative. The speed with which she first heard back from the team was a major selling point for her.

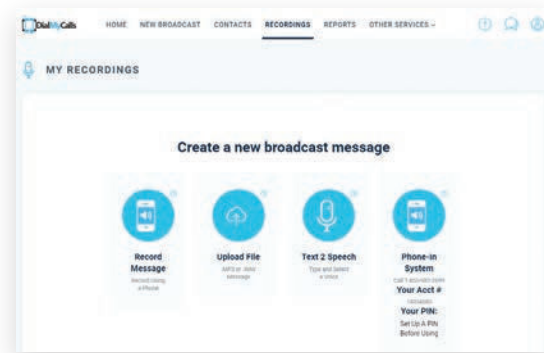
Soon after, she did a test run of the program with her executive team.

"I absolutely loved it."

How Has DialMyCalls Changed The Way The GDFL Functions?

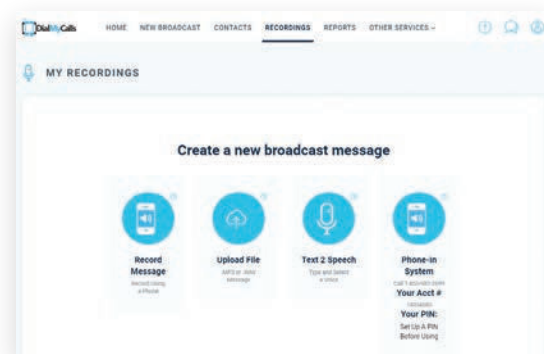
The change to the GDFL's communication method has been "tremendous," says Hardney-Scott. Just by sending out mass voice broadcasts instead of making individual calls, the league's leadership has saved hours each week that they can devote to the other parts of their job.

Hardney-Scott explains that she is particularly fond of the ability to schedule messages in advance. She no longer has to work on a schedule where she's available to send messages based on other people's schedules or time zones. Instead, she can pre-record messages and schedule them to be sent later.



In the case of an emergency, all of Hardney-Scott's contacts are already saved within the same platform. She can simply select a specific contact list and send a message immediately. There's no need to select or enter individual numbers in the moment.

This speed can be particularly important for time-sensitive matters like game cancellations or weather alerts. Letting coaches and players know of a problem as soon as possible helps to keep them safe.



While Hardney-Scott usually uses DialMyCalls' voice broadcasting feature, she appreciates that other members of the GDFL leadership, including team coaches, can use features like mass email and mass text messages. In fact, different members of the leadership team can have access to only those contact lists and messages that apply to them.

This access that the coaches and other leadership team members have plays a huge part in allowing each team to function autonomously. This is all a part of the professionalism that the GDFL strives for. Coaches and others are all equipped to do their own jobs.

Efficiency-Fueled Professionalism In Sports

Saving time and worry by consolidating contacts and scheduling messages in advance leaves the GDFL leadership team with more time to focus on keeping players safe and communities involved. After all, a well run professional football league is what they're passionate about, not just making phone calls.

Hardney-Scott agrees that DialMyCalls could be a useful tool for any sports organization, and feels strongly that any users will appreciate the efficiency of the program.

"I think it's a great tool. One of the things that we're doing this year for our owners and leadership conference is providing them with tools to become more efficient and better management. So I think this is definitely one that they're gonna want to have."
