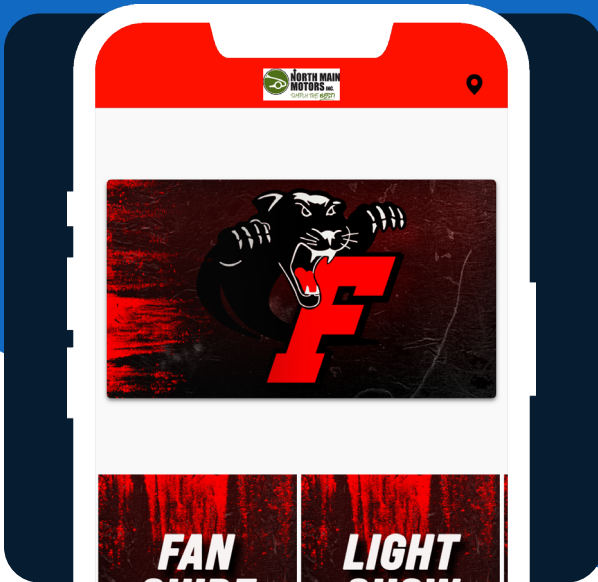


How Snap! Mobile One Helped Fairbanks High School Improve Game Attendance by 40% and Revenue by \$250,000



Fairbanks High School, a Division 6 school in Milford Center, Ohio, was juggling disconnected systems in its athletic department, resulting in time-consuming manual work and communication gaps that contributed to low event attendance.

After implementing Snap! Mobile One for registration, scheduling, and website management, along with Snap!'s community engagement app, the school saw measurable improvements, including time savings, stronger student and community engagement, and new revenue streams through sponsorships.



Challenges

Before adopting Snap! Mobile One, Fairbanks High School's athletic department faced:

- Disconnected tools for scheduling, registration, and communication
- Repetitive administrative work (like entering scores and schedules in multiple places)
- Difficulty keeping students and families updated in real time
- Low game attendance and overall engagement
- No easy way for local sponsors to support the program



“Parents, students, staff, and community members often expressed concerns about the lack of communication and accessibility regarding updated schedules, rosters, and information.”

Logan Dunn, Athletic Director, Fairbanks High School

The Solution

Snap! Mobile One helped Logan, the Fairbanks AD, and his staff get everything organized in one easy-to-use platform. They were able to:

- Manage registration, schedules, and rosters, all in one place
- Automatically sync scores and schedules across admin tools, website, and app
- Make it easy for students and families to find what they need by keeping schedules and details all in one place
- Send direct messages and push notifications to specific groups like parents, athletes, or fans—all on their phones
- Run a student rewards program through the app to boost school spirit
- Give local sponsors space in the app to advertise and support the team

The Impact

Since adopting Snap! Mobile One, the athletic department has become more efficient and impactful. Students and families are more engaged, attendance is up, and local businesses now have a direct way to support athletics through in-app sponsorships.

“ Snap! Mobile One helped me set the standard on how to communicate, highlight student-athletes, generate sponsorship revenue, and enhance the student experience.”

Logan Dunn, Athletic Director, Fairbanks High School

Key Results



5 Hours Saved Every Week

By eliminating duplicate data entry and centralizing core workflows, Logan reclaimed hours each week to focus on strategy and student success.



40% Jump in Game Attendance

With better communication tools, real-time updates, and the Rewards feature in the app, the school saw a significant increase in turnout at games and events.



\$250K in Sponsorship Revenue Unlocked

Through in-app sponsorship placements, Fairbanks High School opened up new fundraising channels, bringing in \$250,000 in additional revenue.