Introduction

The following document is intended to support GAA Club Administrators, Secretaries, Registrars and other Club Officers or volunteers in the use of the GAA Games Management System and to give step by step instructions on how to use the system to communicate effectively with members in a compliant manner.

A pre-requisite to clubs using the functionality is having access to the Games Management System (GMS) and having information relating to members recorded in the system. Every club already uses the system and has the ability to add additional 'administrators' who can configure the communications aspects of the system and add new members' information.

The following pages outline the key steps to manage and use the Communications functionality in the system. which is available by logging into the Games Management System at the website (https://people.gaa.ie)

Club Communications

Recording Communications Preferences

Every individual Membership record can be updated to include their individual Communications Preferences. This can be done logging onto the Games Management System, identifying the relevant member and recording their Communications Preferences within their Membership record.

Member's communications preferences can be recorded for two categories of message as follows:

1. **Club Communications**
   This option allows a member to consent to receive communications regarding Club activities including matches, training, notifications of meetings and / or the AGM, membership renewals, community announcements etc.
2. **Additional Club Communications**
   This option allows a member to consent to receive communications regarding Club Fundraising Activities including the club lotto, fundraising draws, social events, the club dinner dance, tickets and club merchandise.

These message categories allows the member to decide that, for example, they want to be informed when the U-12's are training but they don't want to receive communications about the Club fundraising.

A consolidated view of Members' Communications preferences is displayed on the View Members tab and can be edited here directly by clicking on the Red X ❌ or Green Tick ✅
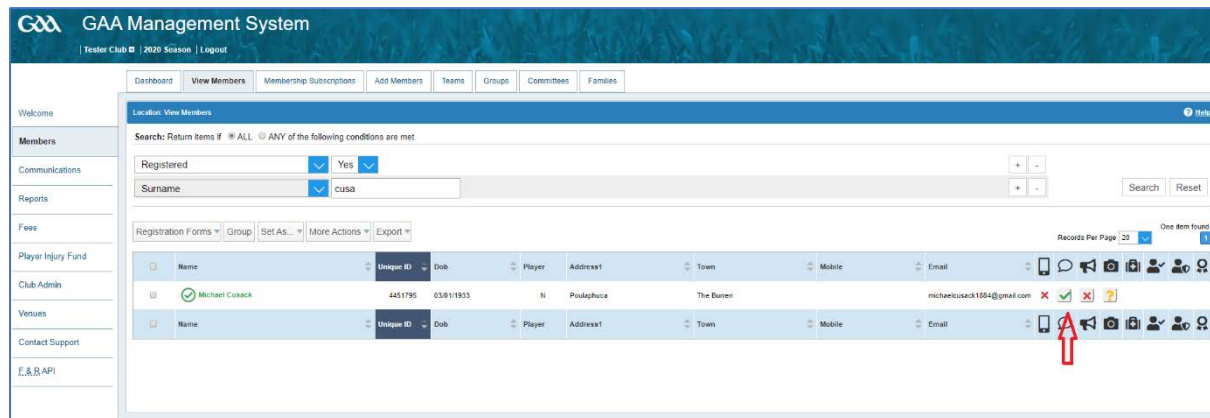
Opting out of emails received

Messages received through the Games Management System include an opt-out link in the footer of the email which allows an individual recipient to stop receiving messages.
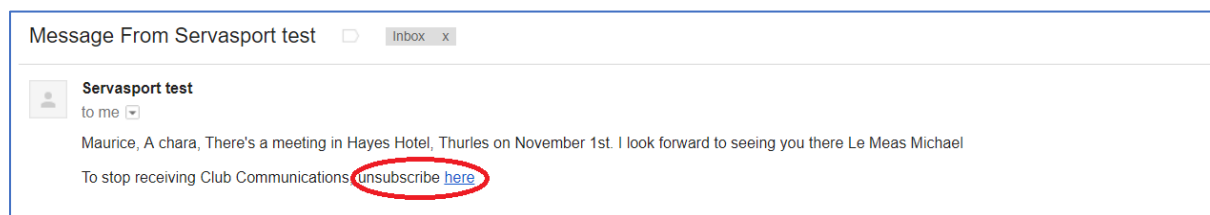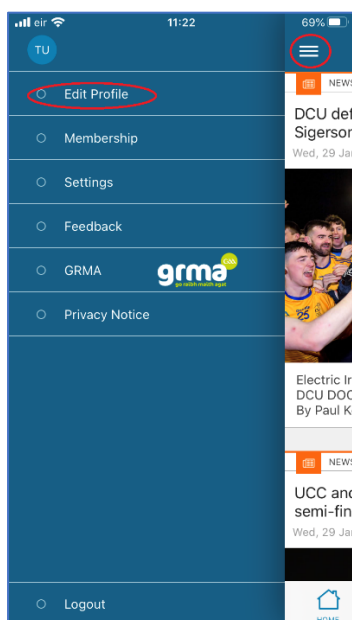
GAA Mobile App.

To help with GDPR Compliance (and general efficiencies for clubs) the GAA has developed a Mobile App which provides valuable functionality to both Members and Club Officials.

- It provides clubs with the ability to allow their members to
    1. Login using their Club specific credentials
    2. Maintain / edit their Personal Information in a secure manner
    3. Review Club Privacy Notices and Privacy Right statements
    4. Give / revoke consent for club communications
    5. Receive Club communications in an auditable and controlled manner
    6. It also supports online payments of club memberships at registration time
- It helps clubs to reduce the risk associated with Paper
- It removes the burden on administrators of keeping data up-to-date
- It removes the need for administrators to manage consent
- It provides a free, controlled mechanism for Club communications

Keeping data accurate and up to date

There is a requirement under GDPR to keep data accurate and up to date. If paper membership forms are received on an annual basis, the data should be reviewed and any changes (i.e. address, contact details) reflected in the Registration / Games Management System.

Using the GAA App will allow members to edit their own contact details on a pro-active basis. They simply select the Edit Profile option from the menu and make the necessary edits to their profile – this is automatically reflected in the Registration system.

Recording Communications Preferences using the App

Any member who has logged into the App can manage their own Communications preferences at any time. They can choose to receive communications or not and their preferences are reflected in the Club's distribution list (if using the communications module of the Games Management System). This means that any member who is using the GAA App can manage their own contact permissions and /or revoke their consent without any intervention from the Club.
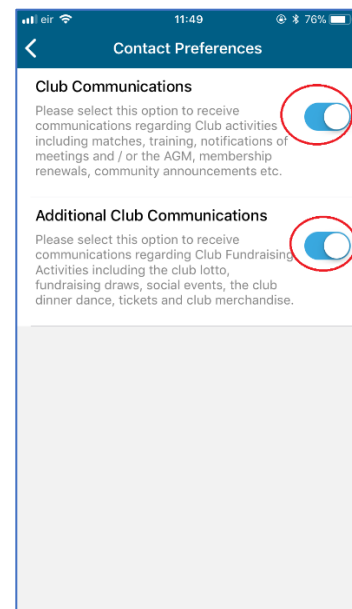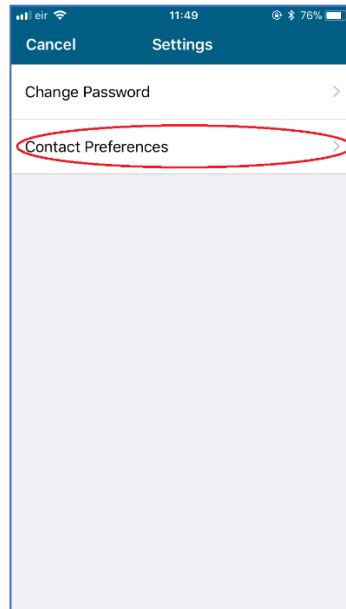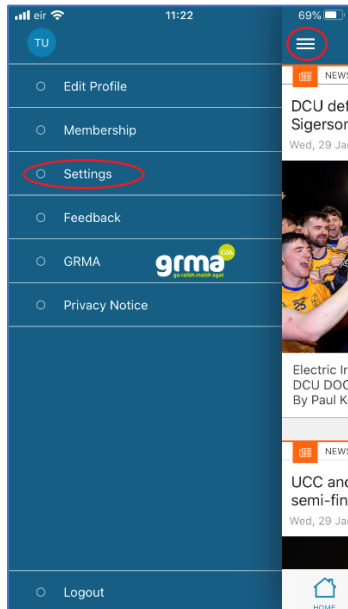
Sending messages from the Games Management System

Managing communications preferences and sending the correct communications to the correct groups of people is critical to complying with GDPR. The functionality within the GAA's Games Management System has been enhanced to help clubs comply.

Sending messages from the system is simple and straightforward with a single interface to communicate with members via email, SMS or through the new GAA App.

The functionality can be accessed by selecting the Communications Menu and the Send Message submenu. There are then a number of steps to send messages:

Determine the preferred communication channel:

a. IN APP – this option will send a free message to those members within the club with the mobile App installed.
b. SMS – this option will send a text message to any member with a mobile phone number recorded on the system. SMS messages incur a cost from the providers and to help minimise these costs, the option to 'save SMS credits where possible' is provided. This means that a text will only be sent if none of the other free channels are available
c. Email – this option will send an email to any member with an email address recorded in the system. (emails do include the Opt-out links in the email footer)

Enter the relevant message and select Next

Specify Recipients

It is possible to create groups for communications purposes (i.e. the executive committee, or the parents of the u-10's or the Lotto Ticket Sellers) and broadcast the message to all in one go. Groups that are available can be selected at this step or simply clicking next will allow users to be added individually

Confirm Recipients

If a group had been selected, the relevant members would be shown on the right hand side below, but as none were selected in this example, it is possible to search for a member, select their record and add it to the recipients list.

Choose Message Type

It is possible to categorise the message as either Club Communications or Additional Club Communications. It is important that this is done correctly as it allows the club to respect the wishes of their members from a communications perspective.

Review & send

Before the communication is issued, there is an opportunity to review the messages and to amend if necessary. The numbers of people who receive the message and by what communication method is also displayed as are the number of who didn't receive the message because their phone number or email address wasn't present. The number of people who didn't receive the message because they have opted out for that particular type of communication is also displayed.

Communications History & Audit Trail

It is possible to review all Communications sent through the Games Management System for audit purposes. This can be accessed through the Communications menu and the Full Comms History submenu.

Using the GAA App

General Functionality

The GAA App provides users with access to a wide range of functionality including:

- GAA News, articles and videos from the GAA.ie website
- National Level Fixtures and Results
- Live updates and highlight clips from intercounty matches

This information is available to any App user irrespective of whether they are a Club member or not and irrespective of whether their club is using the App for registration or communication purposes.

In addition, it allows Club members to login, using a unique Activation Code, to a Club specific section where they can:

- Update their personal information (Address, Phone Number etc)
- Pay the relevant membership fee to their club using a Debit or Credit Card
- Receive free messages from the club activities – training, games, meetings etc
- View fixtures and results for their club
- Receive notifications of results to their phone involving their club's teams
- Maintain / edit their Contact Preferences, a key requirement of Data Protection legislation

This functionality requires some intervention from the club.

App invite

Typically, the first step in accessing the GAA App is to receive a notification from your club similar to the image below with instructions on where to download the App and what your Access Code is.
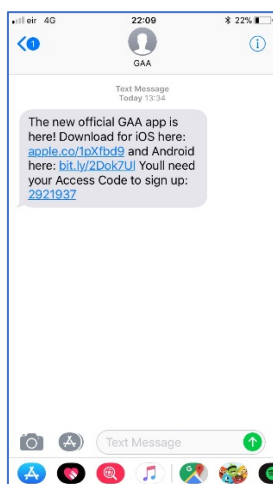
Logging into the App

Once downloaded, the app will look similar to the screen below. Clicking on 'Login' and selecting 'Sign up' will open a screen where the Access Code received via text can be entered.
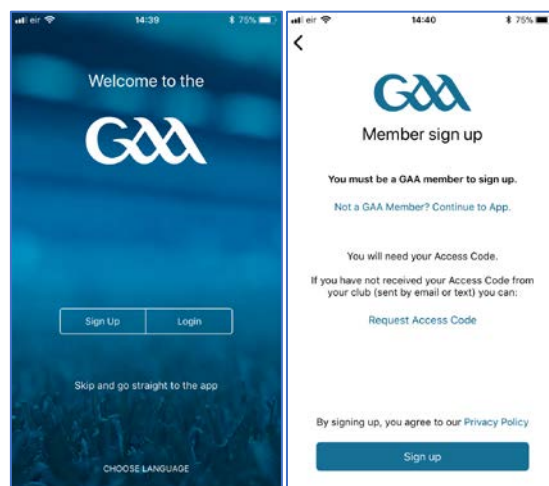
For security and verification purposes, you will also be asked to provide either your email address or mobile number, which must match the details recorded on the Games Management System. Finally, you will be asked to create a password which can be used to access the app in the future.
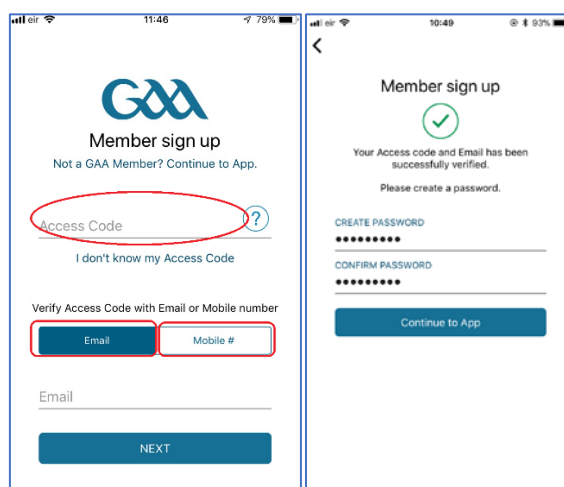
General Information available

The most up to date news, articles and features from the GAA website will be displayed along with live updates from games that are ongoing.
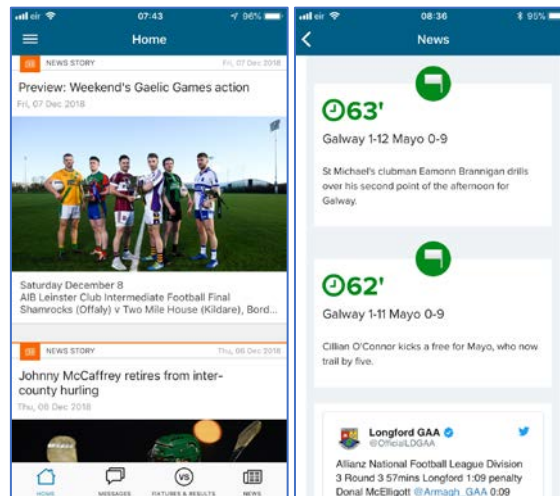
National Level fixtures and results are readily available and, If a member is logged in, their own clubs fixtures and results will also appear in their feed.

Maintaining Personal Information and Contact Preferences
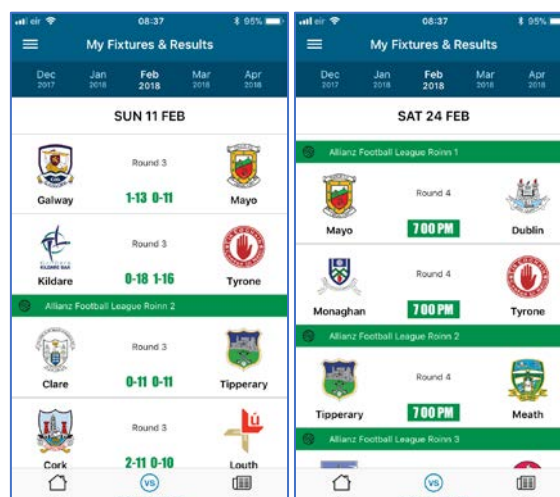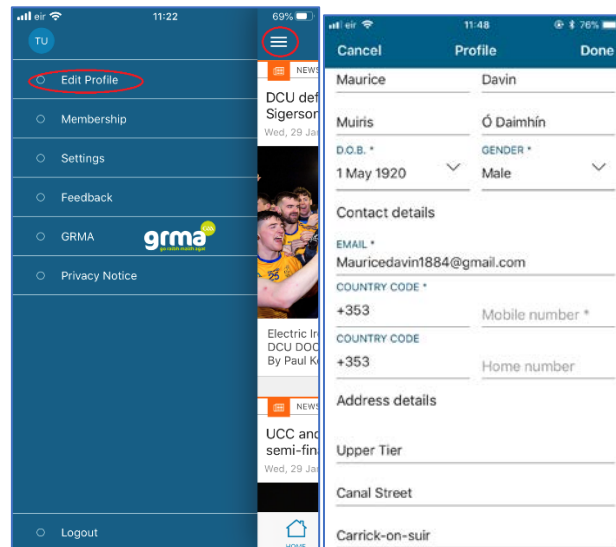
The GAA App allows GAA members to edit and maintain their own Personal information. This can be accessed through the App Main Menu, under the Edit Profile menu. A member can then update any of their information as necessary.

Individual members can also maintain their contact preferences through the app. This is an important requirement under Data Protection regulations.
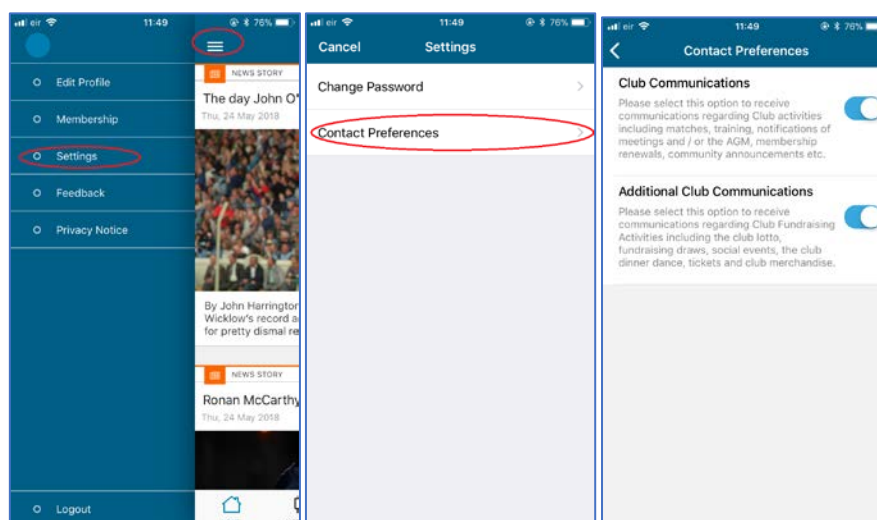

For clubs that use the Communications functionality within the Games Management System, preferences expressed though the App will automatically take effect when sending club communications.

Note: It is critically important that any other system used to communicate have similar functionality and are synchronised with the Games Management System. If a member expresses a wish to not receive communications relating to Club Fundraising, for example, this must be reflected across all tools used to send messages.

Paying Membership

If your club has completed steps 3 and 4 of the Annual Club update, described earlier in this document, and are accepting online payments through the app, it will be possible to pay your membership as follows. Select the menu option of the app, select membership, tap on the relevant membership option shown and accept the membership declaration.
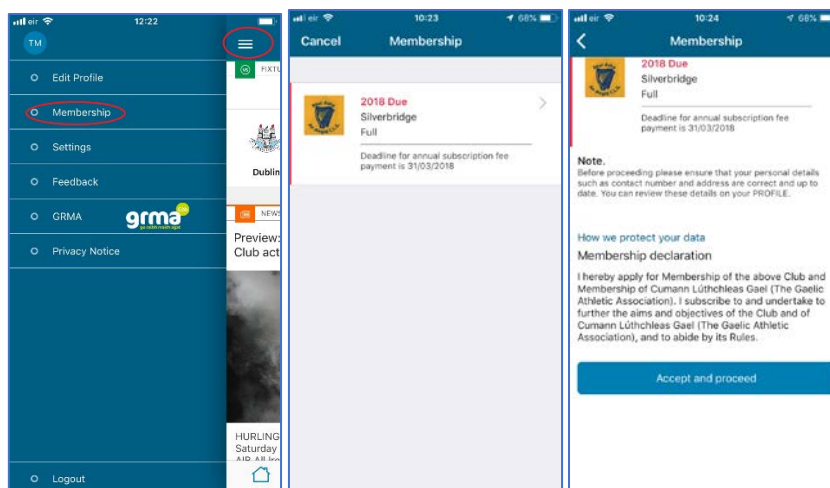
Select the Credit / Debit card option and enter the relevant details. Once authorised, the thank you screen will appear and the membership status will appear as active.
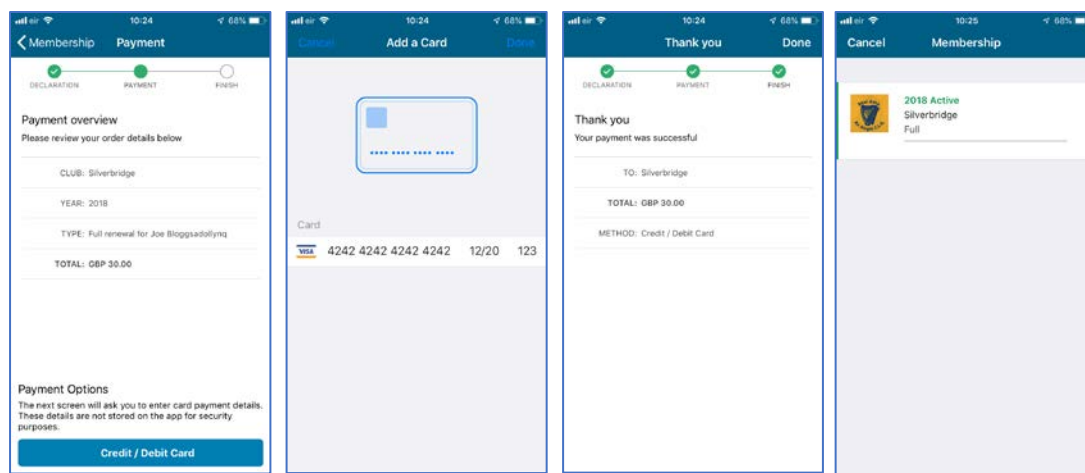
Receiving Messages via the App

Once logged into the GAA App, the individual member has access to in-app messaging functionality. New messages are identified with the standard new message icons and all messages are displayed in the message tab, as shown below.