



PRESS RELEASE

**For Immediate Release**

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## **PLANHERO LAUNCHES CLUB TOOL IN EFFORT TO ENCOURAGE VOLUNTEER LEADERSHIP**

**October 2, 2019** [Santa Barbara, CA] - PlanHero™, the trailblazer in seriously simple group organizing web apps, is delighted to announce its continued growth as the one-stop answer to group organizing. PlanHero™ has added the Club Tool to join its existing [Team Tool](#), [Signup Tool](#), and [Gatherings Tool](#). These tools allow users to organize service and youth clubs, sports teams, volunteers, faith groups and corporate outreach – all in one place with a single login.

Volunteerism is on the decline according to the [Bureau of Labor and Statistics](#). With 70% of mothers with children under the age of 18 working, and 75% of those working full time, feeling overwhelmed is a consistent refrain. PlanHero™ is committed to reversing that trend by making it easier to volunteer. “People want to volunteer and feel like they’re engaged with their children’s lives and their community. There’s actually recent [medical research](#) that correlates life satisfaction, self-esteem, happiness, and lower depressive systems with volunteer activities. But with the rise of both parents working and single-parent households, it’s getting increasingly difficult to recruit volunteers, especially leaders. Our goal is to reverse that trend and make it easy for people to raise their hand and lead,” says founder Julie Farrell. “Our new Club Tool will greatly ease the burden on leaders of youth clubs such as 4-H and Scouts America, along with adult service clubs such as Parent Teacher Associations (PTAs) and Rotary Clubs. Most of these have clear membership growth goals, and our modern organizing and management tool can help them get there.”

PlanHero™ proudly donates 5% of subscription revenue to nonprofits that inspire girls to pursue careers in STEM.

Designed by busy volunteers *for* busy volunteers, PlanHero™ keeps things simple, eliminating annoying reply-all emails, banner ads and upselling, giving you more time for what matters. – all with one login and an intuitive interface. PlanHero™ is free for the first 30 days.

Additional information on PlanHero™ can be found at <https://planhero.com/>

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