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A silhouette of a group of people standing in a row, used as a background for the title.

Booster Concepts

empowering the 21st Century booster club

Our mission:

To empower parent organizations in building modern booster clubs based on a 21st century small business providing the desperately needed physical and fiscal support necessary in creating a thriving, successful enrichment program for students.



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Do You Need Help?

**Budget Cuts • Personnel Cuts
Travel Expenses • Equipment Purchases
Enrichment Programs and More!**

In the present economic conditions, physical and fiscal needs of every organization continue to fall on the responsibility of club sponsors and parent volunteers. Booster Concepts is here to help!


Parents bring a wealth of experience to your programs; unfortunately many of your volunteer force bring previous experience from school Parent/Teacher groups, church groups, little league, and other small non-profit organizations.

Even when an organization desires to grow and improve, the group dynamics make it difficult to institute authentic change.

Bringing in an expert with a fresh, unbiased perspective is a vital step in achieving growth.

Booster Concepts has nearly a decade of experience in vision casting, motivating, and empowering volunteers with the necessary tools to revolutionize their “mom and pop shop” organization into a vital, thriving small business.

The principles of our program are not mere “theory” rather time-tested and proven methods used by real volunteers! All training sessions, workshops and seminars can be tailored to address your needs.



Seminar Training Sessions


Building a Small Business with an Army of Volunteers

**Share the Vision, Prepare and Organize,
Empower the Team, & Commit to Excellence**

Creating a significant change in an organization begins with a clear vision of the future, rooted in core values and communicated with passion. How the organization is designed and how it operates is the basis for success or failure. Running a business with volunteers is not easy. That's why some organizations thrive and others fail. The students are given the responsibility, the tools, and the power to strive for performance excellence.

In your booster club, what prevents people from taking more responsibility for the organization? What will need to be changed to make your team more effective? This seminar examines time-tested methods of the masters, strengths and weaknesses of your organization, how to develop an army of volunteers, and how to build successful volunteer teams for any event or fundraiser.

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Seminar Training Sessions

Communicating to Inform and Empower

Parents and students may be listening, but do they actually hear what you're saying? Getting the vision and message to the masses is critical in every organization. Learn how principles of effective organizational communication reinforce the business model. Examine communication tools to discover how they can be adapted for any organization.

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Seminar Training Sessions

Creating Fundraisers & Events that Work!

Parents intrinsically want what is best for their child and they often want to do whatever they can to help make their child's experiences the best possible. Coaches, directors, and teachers are always overworked. Too many times the "pass the clipboard" procedure is the only method utilized to create a fundraising team. The best parent in the world can work hundreds of hours on an event or fundraiser, but if a) a well-designed business plan is not created, and b) a properly constructed, well-balanced project team is not recruited the event is likely to fail or miss the mark of its potential. This seminar is a practical "how to" in creating a fundraising/event business plan that works and can be replicated time and time again!


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People Management

The secret to any non-profit booster organization is acknowledging that the heart of the issue is that a booster club is in the “people business.” How one manages the people in the organization is crucial and often proportionate to the success of the organization.

In this seminar you will learn how to:

- Apply key elements of the people management strategies to strengthen your organization.
- Build organization-wide processes to reinforce a corporate culture.
- Analyze and improve your existing selection and new officer process.
- Adapt training strategies to promote and emphasize organizational values.
- Develop effective communication methods to meet your organization’s needs.
- Create a supportive environment based on services, communication and recognition.




Seminar Training Sessions

Effective Data Management for a Small Business

Everyone has too much work and not enough time. Effective database management is an essential for any small business. This session will offer suggestions to improve your time management skills by creating a data management plan as well as exploring available software and services that are a must for every non-profit booster organization.

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Seminar Training Sessions

Marketing 101 for Boosters

The most organized event or fundraiser in the world is doomed without a marketing plan. Volunteers can work countless hours but if no one knows that your event or fundraiser is going on... then all is for not. Boost your business plan with great marketing! This session will explore how to plan and implement a successful marketing program from start to finish. Create winning promotions and campaigns by improving your marketing efforts that can serve as a template for every project.

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Seminar Training Sessions

Boosters to the Rescue Overview!

HELP! I NEED A DELEGATION OF DELEGATION. Learn how to maximize your time by gathering the appropriate parents for your booster organization. Transform your parent group into a small business specializing in event planning and project management. Gather tips to get the parents help you, make a difference for their child's enrichment and music education!

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Seminar Training Sessions

Seminar Options

One Day Booster Concepts Seminar

Two Day Booster Concepts Seminar

One Day Follow-up Booster Concepts Seminar

Three Hour Follow-Up Booster Concepts Seminar

The Booster Concepts Training Seminars sessions will consist of some lecture, interactive small group brainstorming, one-on-one activities, and goal-setting activities for the entire group.

One-Day Booster Concepts Training Seminar

These one-day seminars are generally conducted in January, February, March or June, July, and August. The seminar can be tailored specifically for your executive board or can involve as many as 50 adults, depending on the size of your organization and sessions desired. There are many opportunities in this one-day workshop for you to explore multiple topics or integrate a seminar followed by an active work session with a practical implementation of the seminar training.

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Seminar Training Sessions


Two-Day Booster Concepts Training Seminar

The goal of the two-day seminar provides for an opportunity to vision cast with a large group of volunteers who will serve as the majority of the organizations workforce base while expanding on the one-day workshop, to give your organization's leader team more in-depth training necessary to implement the program on day two.

Two-Day Booster Concepts "Reboot" Training Workshop

The goal of the two-day workshop expands on the one-day workshop, to give your organization's leader team more in-depth training necessary to implement a full "reboot" of the program. This is the cornerstone seminar that gives your team the most comprehensive training. This two-day workshop will help vision cast the philosophical principals for creating a successful comprehensive business plan from the top down as well as provide time for additional training and "hands on" implementation in event planning, marketing and communication campaigns.

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Seminar Training Sessions

One-Day Follow-up Seminar

The one-day follow-up session will incorporate the entire booster program, ultimately generating a more collective focus throughout your program.

There are 3 phases to this day. The first phase is an accountability and fine-tuning session with executive board. The second phase is a training session with the project team leaders. The third phase involves incorporating the whole organization in this process. This seminar has been very successful in further unifying the organization in the operations of running a small business of volunteers.

Three-Hour Tune-up Session

The three-hour tune-up session is designed to help executive boards and project team leaders reinforce the material learned in the 2-day workshop. This session offers additional training, fine-tuning and the opportunity for your officers to ask questions as needed.

Teacher In-Service Seminar

A teacher in-service is also available. Topics will be determined based on your need. This seminar can be a half-day to full day in duration.



Seminar Training Sessions

Seminars: Where and When

We bring our customized workshops to your school. This allows us to deal with your group's dynamics in context. It also avoids the expense of housing and transporting your team. Workshops can be scheduled for any season of the year.

Seminar Rates:

One Day Seminar	\$ 795 + expenses
Two Day Seminar	\$1,395 + expenses
One Day Follow-Up	\$ 795 + expenses
Three Hour Follow-up	\$ 495 + expenses

“Our investment paid off!

After our two-day workshop, we applied the booster concepts to one fundraiser that we believed to be a great event, but had not realized its potential. After we implemented the newly developed business plan (with the same people in charge as last year), our event profits jumped from \$1,000 the previous year to \$4,000. Needless to say, we replicated the process to three more fundraisers the next semester!” Cobb County, Georgia Booster Club