Sponsored by Texas Bandmasters Association and
Marching Show Concepts

BOOSTER CONCEPTS:
How to Organize and Empower Your Boosters

Dr. David W. Vandewalker, presenter
Georgia State University
davidwvandewalker@gmail.com

We just want to teach band!

- Wall Street Journal Poll

- How Do I Clone Myself?

- How Can I Create An Army of Volunteers?

Marketing Director

Recruitment Officer

Counselor

Financial Planner

Bookkeeper

Travel Agent

Data Systems Manager

Administrator

Special Events Coordinator

CEO

CFO

Curriculum Designer

How do I enlist an army to successfully implement my dreams as a teacher?

THE DISCOVERY

- Michelangelo

- Edison

- Apple and Microsoft

Commonalities of the Masters

- Plans of actions were very complex **designs**

- Attention to **detail** and **preparation** was enormous

- Grand accomplishments were always the result of a great team

- Teams were **strategically well-suited** for specific tasks

REFLECT & EVALUATE

How can you transfer the qualities of a great leader to become a great leader…
for my booster club?

REALITY:

When teachers get rescued, both the **teacher** and the **students** can get back to **making music**!

What can volunteers do to rescue the teacher?

How can a BOOSTER CLUB- create a **WIN-WIN** situation.

REALITY:

IT TAKES TIME TO MAKE A DIFFERENCE!

- The more time the director can spend **studying** and **listening** to music…the **more expressive** your students will be.

- The more **time** the directors have to spend **teaching**… the **kids win!** The more the **teacher** gets to **teach**-the **teacher wins!**

- **That is why teachers do what they do…to make a difference in the life of a child.**

So how can BOOSTER PARENTS MAKE IT A WIN-WIN?

Consider all the things that need to be done for a successful program and ask these questions:

- What does the director have to do that requires a music degree?

- What are things that have to be done that do NOT require a music degree?

- What things does your director procrastinate doing because they don't enjoy doing them?

- What are the most time consuming tasks which burn directors time?

REALITY:

YOU CAN MAKE IT A WIN-WIN!

But we have to employ the ideas of the great masters to accomplish it!

Strategic Planning!

Where Are We?

Where We Want to BE?

How Will We Get There?

How Will We Evaluate?

How Will We Improve?
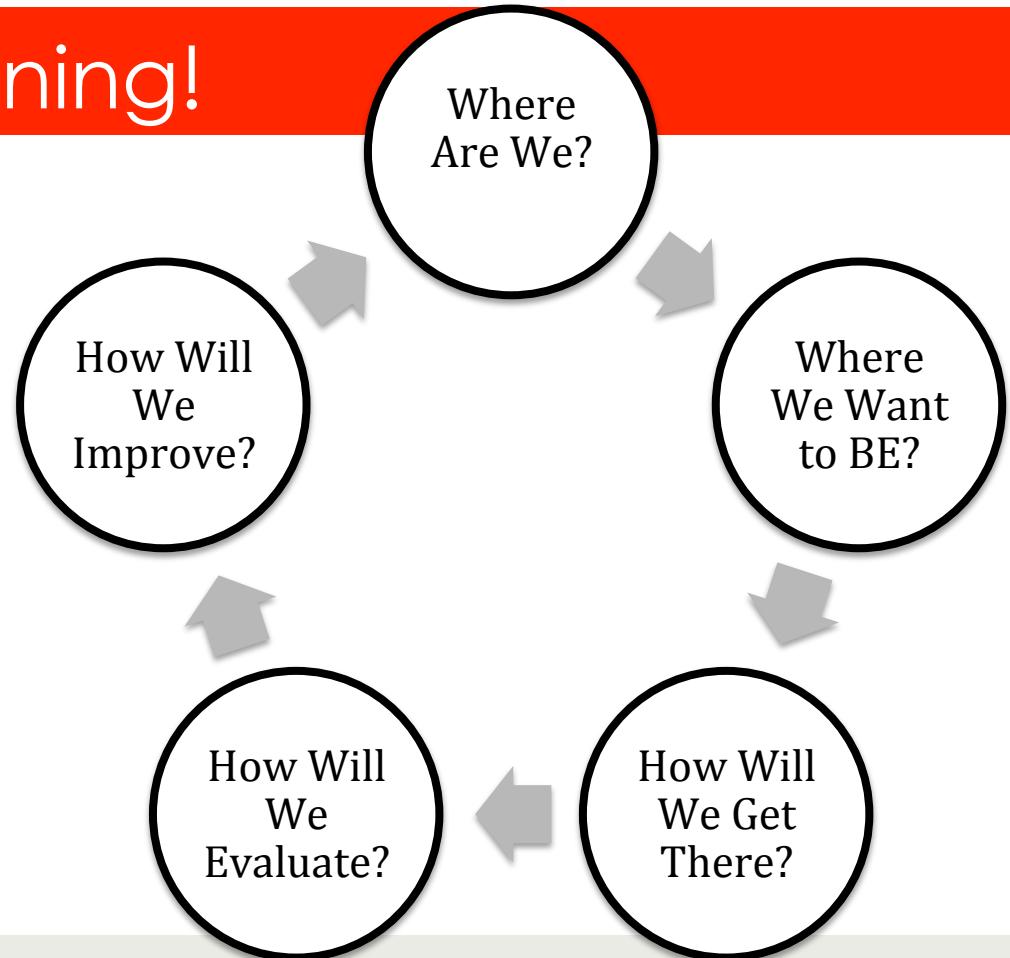
STRATEGIC PLANS TO MULIPLY PROCESS (3-5 YEAR PLAN)

READY, SET, GO!

- ☐ READY: DEFINING WHO YOU ARE

- ☐ SET: STRATEGIC PLANNING

- ☐ GO: GET DOWN TO BUSINESS

READY: Defining Who You Are

You are unique. Your organization is unique. SO, WHO ARE YOU?

STRATEGIC PLANNING PROCESS
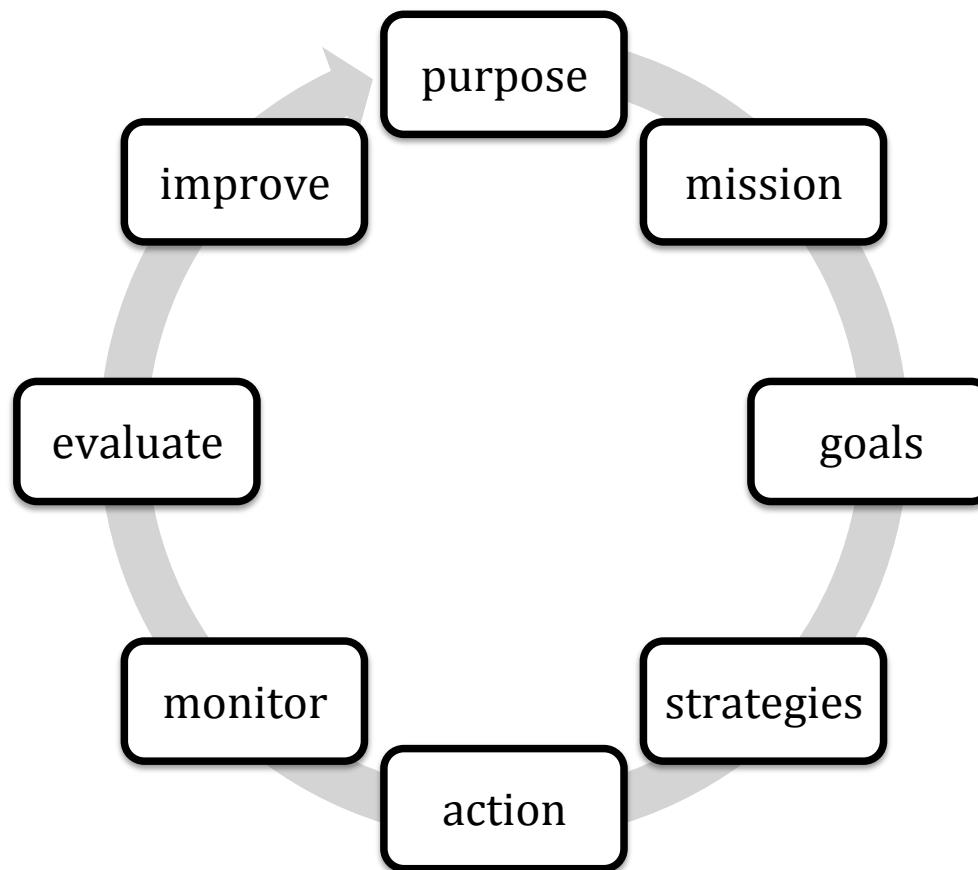
The Strategic Plan Introduction

☐ The **introductory statement** indicates when the plan was created and gives a concise, summative statement about the organization and when the plan was created.

For example:

This strategic plan has been developed by Central High School Academic Booster Organization in order to provide a systematic approach to the management of Central High School Academic Booster Organization over the next three academic year period beginning in the Fall of 20xx.

Submitted by John James, President •Central High School Academic Booster Organization, Executive Board

Introduction

☐ The **background/history statement** is another concise opportunity for someone to familiarize themselves and identify with the organization quickly.

☐ When was the booster group formed?

☐ What led to it being formed?

☐ What key changes have occurred since it was formed?

☐ How is the group governed and what is the board structure (i.e., board of directors, project managers, and ex-officio, etc.)?

BOARD AND STAFF

- Outline the structure of your booster club including voting officers, non-voting (project managers, etc.) and ex-officio officers (faculty, administrators, and staff).

- The organizational chart and structure should be inserted into this section.

IDENTIFY YOUR PURPOSE

- *To solely promote **physical** and **fiscal** support or ways and means of providing for the needs of the HIGH SCHOOL [BAND] PROGRAM above those supplied by the school system and*

- *Communicate and advocate the positive benefits music education provides students.*

IDENTIFY YOUR PURPOSE

□ *The director, hired by the school district, serves as the chief executive officer for the entire band program.*

□ *The corporation shall seek neither to control or direct the administrative activities of the band, its faculty, or administration nor control their procedures, operations, or policies.*

IDENTIFY YOUR PURPOSE

☐ **Core Values**

☐ These are short, written statements, carefully constructed to capture and convey the essence of the booster group.

☐ In short, these are covenants and principles of the organization.

What we stand for never changes; how we do things never stops changing!

MISSION STATEMENT

- Developing a statement that captures the fundamental purposes in a concise manner.

- Remember, these statements are not goals of what you want to become, rather, the reason the booster organization exists.

MISSION STATEMENT

- **Sample Mission Statement**

- *Our mission is to enrich and support comprehensive music education experiences that inspire and prepare students with excellent skills, knowledge, and confidence: a) to develop musical (and visual) competencies; b) to contribute to community through music; and c) to engage in lifelong musical interests.*

SELECT THE GOALS/OBJECTIVES

☐ Your organization must set goals or objectives if it is to effectively work toward and achieve your core values and mission.

Sample Goals/Objectives:

☐ *1.0 Roles and Responsibilities are defined and understood*

☐ *2.0 Create reporting information to track the on-going health and performance of the organization's business.*

IDENTIFY SPECIFIC STRATEGIES

☐ **Identify specific strategies** that will facilitate and allow the organization to reach each goal.

☐ Strategies are often what change the most as the organization eventually conducts more robust strategic planning.

Sample strategies:

•*Define Project Liason for alumni relations*

•*Define Section Liason for each section in the marching band*

SPECIFY ACTION PLANS

- **Identify specific action plans** to implement each strategy

- These are the specific activities that each major function (officer, project team, etc.) must undertake to ensure it's effectively implementing each strategy (or achieving each goal).

- *Strategy: Define Section Liason for each section in the marching band.*

- *Action: Contact Woodwind parents to enlist a liason for each section (Denise | July 30)*

SHARE THE PLAN

□ **Monitor implementation** of the Plan and update the Plan as Needed

□ Keep in mind, great planners regularly reflect on the extent to which the goals are being met and whether action plans are being implemented.

EVALUATE SPECIFIC STRATEGIES

☐ **Evaluate specific strategies**

☐ **and action plans** to determine the level of success regarding the implementation of each goal.

REVISE & IMPROVE

- **Create Strategic Improvement Plan** for the next year,

- REVISE the strategic plan every 3-5 years.
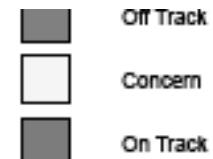
OBJECTIVE	NO.	STRATEGY (Owner)	MEASURE (Target)	Status	Comments / Future Actions
1.0 Roles and Responsibilities are defined and understood	1.1	Complete unfinished job descriptions to coordinator level (Kyle / Kim)	- All job descriptions are completed by July 31, 2009.		Completed
	1.2	Develop Volunteer Manager job description (Kim / Kyle)	-Job description completed by July 31, 2009		Completed
	1.3a	Develop Section Liaison function. (Kim / Kyle)	- Job description completed by June 30, 2009		Completed
Comments: • Want to pick team leads, not just let people sign up. •Need descriptions of fundraisers. Leverage language in the handbook. •Laura Urbanski, Marty & Amy Hopper possible Co-Director of PR candidates.	1.3b	Develop Section Liaison job description. (Kim/Kyle)	- Job description completed by June 30, 2009		Completed
	1.3c	Indentify Section Liaison candidates (Kim/Phil)	- Candidates identified by July 7.		Completed
	1.4	Define Role of Marketing / PR Manager and rules of engagement (Ed/Dave)	- Role and Rule of engagement in place June 30, 2009		Completed
	1.5	Recruit a second co-director of PR. (Suggest getting Cindi Watts input) (Carole/Phil)	- Second Co-director of PR in place by August 31, 2009		Carole agreed to try using one.
	1.6	Build out PR team (Kim / Carole)	- PR team staffed by August 31, 2009		

OBJECTIVES/strategies

Strategies (ownership) with target measure; status, and comments

So now you have a plan…

YOU NEED PEOPLE!

You Cannot Do It Alone

RALLY THE TROOPS!

- GET YOUR PEOPLE
- KNOW YOUR PEOPLE
- ORGANIZE YOUR PEOPLE
- EMPOWER YOUR PEOPLE

Disciplined People

Those who build great organizations make sure they have:

the **right** people on the bus,

the **wrong** people off the bus,

the right people in the **right** seats **before** they figure out where to drive the bus
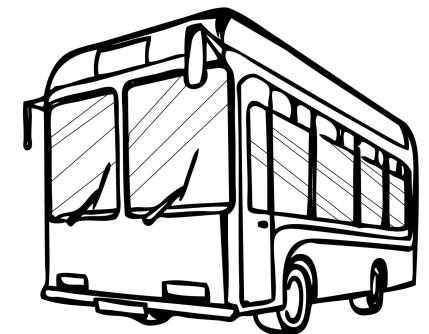
YOU NEED A SIDEKICK

"The first person you choose to work with you will be the single most important decision you ever make. If there are only two people in your company, you had better ensure that person is as strong, if not stronger, as you."

- James Smith *(the leadership code)*

YOU NEED A SIDEKICK

Volunteer armies are built **one person at a time**

Focus is to hear the "beat of **YOUR** drum"

  <u>not</u> their own

Every leader needs a second in command

You need to have eyes and ears at the "water cooler"

Messages become clearer because

  there is not just one voice

One becomes two…becomes four…eight……ARMY
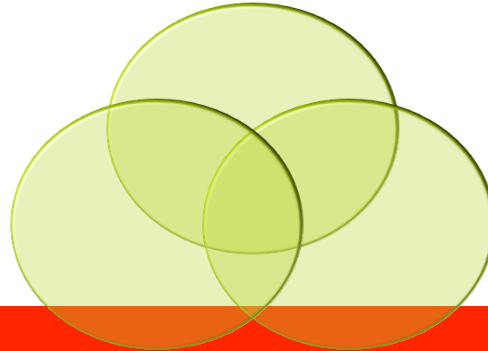
Stage 2: Hedgehog Concept

The **Hedgehog Concept is an operating model that reflects understanding** of three intersecting circles:

what you can be the **best** in the world at doing,

what you are deeply **passionate** about doing, and

what best drives your economic or resource **engine**.

Target Zone

best

drive

passion
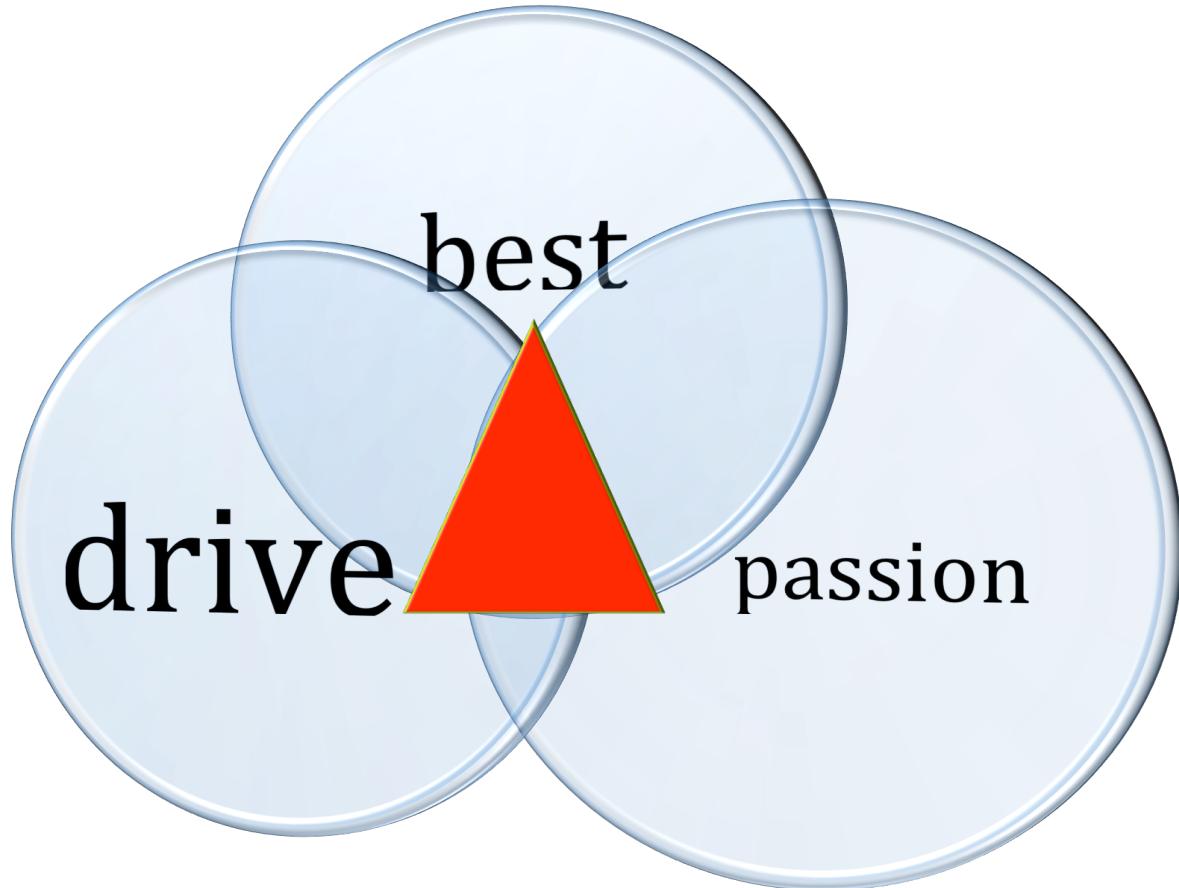
Stage 2: Hedgehog Concept

Stage 3: Disciplined Action

Culture of **Discipline.** Disciplined **people** who engage in disciplined thought and who take disciplined action —operating within a framework of **responsibilities**.

This is the cornerstone of a culture that creates greatness. People do not have "**jobs**;" they have **responsibilities**.

Stage 3: Disciplined Action

The Flywheel.

In building greatness, there is no single defining action, no grand program, no one killer innovation, no no miracle moment.

Rather, a **PROCESS relentlessly pushing a giant heavy flywheel** in one direction, turn upon turn, **BUILDING CUMULATIVE MOMENTUM** until a point of breakthrough, and beyond.

Overview of *Good to Great* by Jim Collins

MOM

My friends might describe me as (check all that apply):

____ Outgoing	____ a Manager	____ Technical	____ Computer Savvy	____ Quiet
____ Nurturing	____ Wallflower	____ Designer	____ Social Chairman	____ Detailed
____ Creative	____ Medical	____ Behind the Scenes	____ Mechanical	____ Focused
____ List / Task Oriented	____ Organized	____ Party Animal	____ Builder/Handyman	____ Optimist
____ People Person	____ Counselor	____ Homemaker	____ Corporate type	____ Steady
____ Fun Loving	____ Shopper	____ Entrepreneur	____ Glorified Taxi Driver	____ Emotional
____ Dependable	____ Takes Charge	____ Connected	____ Tentative	____ Leader
____ Resourceful	____ Adaptable	____ Exuberant	____ Cheerleader	____ Go Getter
____ Routine Oriented	____ Analytical	____ Consistent	____ Self Directed	____ Motivator

DAD

My friends might describe me as (check all that apply):

____ Outgoing	____ a Manager	____ Technical	____ Computer Savvy	____ Quiet
____ Nurturing	____ Wallflower	____ Designer	____ Social Chairman	____ Detailed
____ Creative	____ Medical	____ Behind the Scenes	____ Mechanical	____ Focused
____ List / Task Oriented	____ Organized	____ Party Animal	____ Builder/Handyman	____ Optimist
____ People Person	____ Counselor	____ Homemaker	____ Corporate type	____ Steady
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____ Dependable	____ Takes Charge	____ Connected	____ Tentative	____ Leader
____ Resourceful	____ Adaptable	____ Exuberant	____ Cheerleader	____ Go Getter
____ Routine Oriented	____ Analytical	____ Consistent	____ Self Directed	____ Motivator

KNOW YOUR PEOPLE

SECTION LIAISON
GETTING TO KNOW YOU FORM

Color	Temperaments	Characteristics
Razzle-Dazzle Red	Dominant (15%)	Outgoing Task Oriented Takes Control Likes Change
Sunshiny Yellow	Influencer/ Inspirational (30%)	Outgoing Loves People Entertaining Talkative
Fuzzy-Wuzzy Brown	Steady (35%)	Reserved People Oriented Observer Calm/Quiet
Misty Blue	Conscientious (20%)	Reserved Task Oriented Likes Routines/schedule Compliant

ORGANIZING YOUR PEOPLE

	Cell Phone	Outgoing	Nurturing	Creative	List / Task Oriented	People Person	Fun Loving	Dependable	Resourceful	Routine Oriented	Manager	Wallflower	Medical
		J	K	L	M	N	O	P	Q	R	S	T	U
6-7890	123-456-7890	1				1	1	1					
6-7890	123-456-7890				1			1			1		
6-7890	123-456-7890							1			1		
6-7890	123-456-7890		1		1			1					
6-7890	123-456-7890				1	1		1	1	1			
6-7890	123-456-7890				1			1	1	1	1		
6-7890	123-456-7890		1	1				1		1			
6-7890	123-456-7890	1				1	1	1					

Cell Phone	Total Red	Total Blue	Total Yellow	Total Brown	Overall Color
123-456-7890	1	0	2	1	Yellow
123-456-7890	4	0	0	1	Red
123-456-7890	2	1	0	3	Brown
123-456-7890	1	1	0	3	Brown
123-456-7890	5	3	1	3	Red
123-456-7890	4	2	1	5	Brown
123-456-7890	0	1	1	3	Brown
123-456-7890	3	0	2	2	Red
123-456-7890	3	0	5	4	Yellow
123-456-7890	3	1	3	5	Brown
123-456-7890	3	2	0	2	Red
123-456-7890	11	2	1	5	Red

CODE THE INFO

RESPONSE OF MODIFIERS SELECTED CODED WITH A "1"
FORMULAS CALCULATE AND DETERMINE OVERALL COLOR ASSIGNMENT

62	123-456-7890									
62	123-456-7890									
62	123-456-7890									
62	123-456-7890									
62	123-456-7890									
62	123-456-7890									
62	123-456-7890	123-456-7890	1	1		1	1	1	1	1
62	123-456-7890	123-456-7890					1			
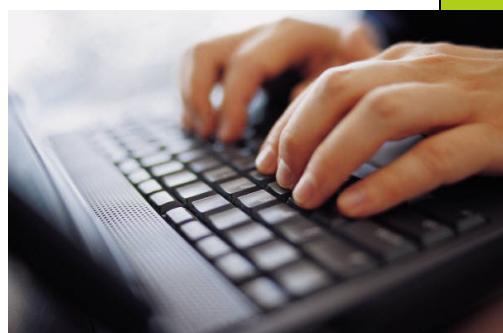
Outgoing

Task Oriented

People Oriented

RAZZLE DAZZLE RED

Sunshiny Yellow

Misty Blue

Fuzzy Wuzzy Brown

Reserved

VOLUNTEER MANAGEMENT is critical

The Volunteer Manager's role is to maintain skill set and volunteer interest information spreadsheets for the entire membership.

- ◻ **Oversee the Section Liaison** team for implementation as well as gleaning insights on the volunteer pool.

- ◻ Provide Co-VPs Project Management, Board Directors and Project Team Leaders lists of **potential volunteers** by area of volunteer interest as a "Chair" and skill set color at least six 6) months prior to event.

Empower Your People

- **DEFINE THEIR ROLES and**

  Help them understand the roles of others. The key is to have a practical understanding of all it takes to fulfill a role but realize that you don't have to be the one to do it.

- **Encourage** all the project team members to keep learning and wanting to know more.

- **Ensure people know exactly what is expected of them**. Have clear expectations.

- Train them for their role.

- Make sure they have the personnel they need

- Give Praise!

A New Generation of Organization

Strategic Structure

Co-Presidents

Co-Treasurers

Secretary/Rules and Regulations Manager:

Co- Vice Presidents/Project Management:

Co- Director/Special Events:

Co- Director /Equipment/Support:

Co- Director /Public Relations:

Co- Director /Revenue:

Members at Large:

> Guard Coordinator
>
> Communications Coordinator
>
> [ie: Website/Email/News/Phone tree]
>
> Chaperone Coordinator
>
> Volunteer Coordinator

Ex-officio Members (non voting):

> Directors, Administrative Liaison
>
> Immediate Past President

Developing an Organization Chart

```
                    Co – Presidents ─────────── Band Directors

        ┌───────────────┼───────────────┐
   Co – Treasurers    Secretary    Co- Vice Presidents Project Mgt
```

Team Leader Volunteers	Director of Operations	Director of Revenue	Director of Events	Director of Communication	Section Liaison

- **Director of Operations**
  - Team Leader Equipment
  - Team Leader Chaperones/Travel
  - Team Leader Uniforms

- **Director of Revenue**
  - Team Leader Fund Raising
  - Team Leader Corporate Sponsorship

- **Director of Events**
  - Team Leader Band Camp
  - Team Leader Catering, Banquets, Special Events
  - Project Team Leader Pops in the Park

- **Director of Communication**
  - Team Leader Website
  - Team Leader Communications (Emails / Phone Tree/Database)

Non-Voting Member	Voting Member	Project Team Member

The Secret to Building an Army of Volunteers

- Build relationships and

Invite people to serve by doing things the like to do!

Effective Teams

TO BUILD AN EFFECTIVE PROJECT TEAM YOU MUST KNOW YOUR PROJECT AND YOUR TEAM

- You must have enough crayons for the project and the box has to be diverse with all of the color spectrum covered!

  WHAT IF you only used 8 crayons [instead of 32]

  and you took whoever "volunteered to help" on your team…

  You might end up using 6 blue crayons and 2 red crayons.

No matter how great a person, how hard they work, how long they work… the picture will only be blue and red and you may run out of crayons before the picture is complete!

How big is your project? That directly impacts what size of box of crayons are needed.

Think of your project team as a box of crayons.

- Is the box a box 8,16, 32, or 64 crayons.

- Every color in the box is slightly different with a unique hue to contribute in the spectrum of color.

- *The more hues…the greater potential for beauty!*

RED BLUE YELLOW OR BROWN

WHAT IS
YOUR
FAVORITE
COLOR?

Color	Temperaments	Characteristics
Razzle-Dazzle Red	Dominant (15%)	Outgoing Task Oriented Takes Control Likes Change
Sunshiny Yellow	Influencer/ Inspirational (30%)	Outgoing Loves People Entertaining Talkative
Fuzzy-Wuzzy Brown	Steady (35%)	Reserved People Oriented Observer Calm/Quiet
Misty Blue	Conscientious (20%)	Reserved Task Oriented Likes Routines/schedule Compliant

Each Project Team should "Fill the Crayon Box"

PROJECT MANAGER: Razzle-Dazzle Red

The team manager is responsible for the:

- Project plan development, implementation, and total goal completion.

- Enables and empowers others to reach and achieve goals.

- Keeps the vision and plan alive.

- Assists the Logistics Coordinator

PROJECT PROMOTER:
Sunshiny Yellow

Without a Marketing Director

   (project promoter) most businesses will fail.

The promoter is the person who focuses on getting the project vision out to the public, general community, and band community.

Project Recruiter:

Sunshiny Yellow or Fuzzy-Wuzzy Brown

The recruiter is the one who enlists and assigns volunteers to the defined tasks established by the project plan.

Project Logistics Coordinator:

Misty Blue

The project logistical coordinator is the person who manages the nuts and bolts to the success of the event. This is the person who is responsible for the event itself.

Challenge

- How Can You Know How Big

- A Picture You Are Coloring Without

- The Project Defined?
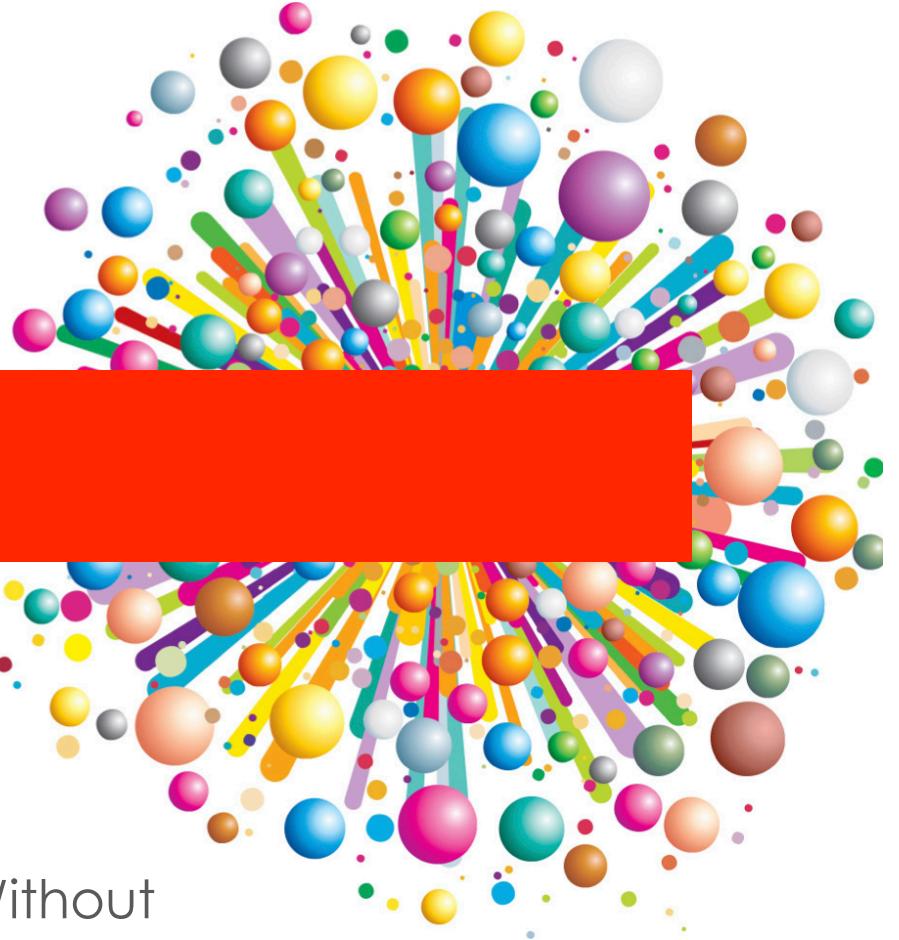
Event Project Plan Guide includes:

Project Mission Statement
Goals/Objectives for the Project
Specific Strategies
Event Blueprint (detailed planning stages)
      Stage 1 3-6 months
      Stage 2 30 - 60 days
      Stage 3 10 - 30 days
      Stage 4 7 days
      Stage 5 1 day
      Stage 6 Event Day
      Stage 7 Post Event
      Volunteer Needs
      Budget
      Vendor Forms
Action Plans
Evaluation and Revision

BLUEPRINT

BUSINESS PLAN
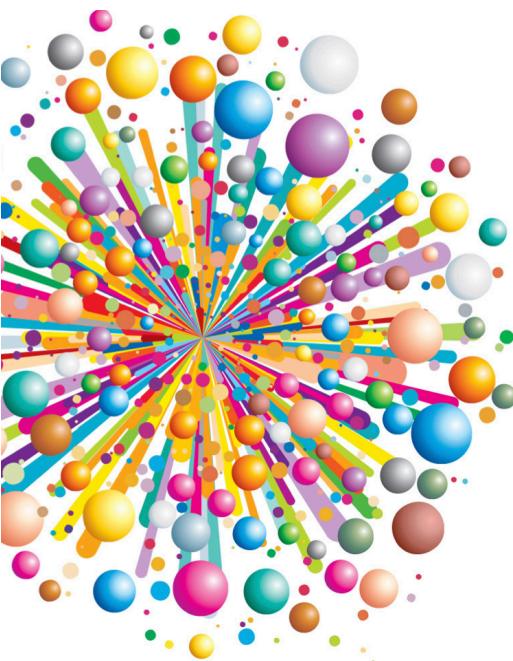
Building a Project Plan

Goals, Objectives, and Strategies

Goals

A goal states a desired future condition or achievement. It is a broad direction, which is **general** and **not specific** as to completion.

Objectives

Objectives are directions, which are more specific than goals and assist in **quantifying** how the desired outcome of the goal will be achieved.

• **Specific**. Objectives should express a specific improvement desired.

• **Measurable.** There has to be a way to measure or determine the outcome of the result or accomplishment.

• **Attainable**. The objective must be reachable. If an objective is too "pie in the sky" then it will be ineffective. The team must perceive the objective as "within their reach" without it being too easy either.

• **Result**. The objective must be stated in terms of a desired result which can be measured.

• **Time Frame**. An objective must state the time period within which the desired results will take place.

• **Significant.** The objective must be critical to the plan and worthy of spending volunteer time.

Project Team for   _____

Culmination Date   _____

Team Leader/Manager   _____

Team Promoter   _____

Team Recruiter   _____

Team Logistics Coordinator _____

_____

Director/Supervisor   _____

Supervising VP   _____

Building a Project Plan

Project Goals

A goal states a desired future condition or achievement. It is a broad direction, which is **general** and **not specific** as to completion.

Project Objectives

Objectives are directions, which are more specific than goals and assist in **quantifying** how the desired outcome of the goal will be achieved.

Quantifiable/Specific | **Time Frame** | **Measurable** | **Significant** | **Attainable**

Objective 1:

Objective 2:

Project Strategies:

This is the portion of the plan that determines how the objectives will be actualized, realized and obtained. Strategies will help the team determine how each objective will be met and what specific method will be used.

_____

_____

_____

_____

_____

_____

_____

_____

Delegating the Action Plan

The action plan is the specific punch list of actions needed to fulfill each strategy. The key component to this portion of the project plan is to take the project team's vision and delegate specific tasks of the action plan to the properly suited booster parents.

Action Item   **Action Owner**   **Timeline**

1._____

2_____

3_____

4_____

5_____

6_____

7_____

8_____

9

Blueprint Resources

NIGHT OF JAZZ

$10-Dessert+Beverage
2 hour event
1 hour pre-event
   (swing dance lessons)

Event Planning Activity -Word Bank

This form is to be submitted to Director and VP level officers

Venue	Clean Up	Communication Plan
Program	Post-Event Debrief	Admission Prices
Ticket Sales	Budget	Concession Prices
Posters	Date	Ticket Pre-Sales
Promotion	Sponsors	Press Release
Volunteers	Donations	Advertising
Project Team	Students	Feeder Schools
Concessions	Administration	Thank You Letters
Cash Box	Directors/Coaches	Supplies
Treasurer/Bookkeeper	Save the Date	
Set Up		

STAGE 1
(3-6 MONTHS BEFORE EVENT)

deadline date

❑ _____

❑ _____

❑ _____

❑ _____

STAGE 2
(15- 60 DAYS BEFORE EVENT)

deadline date

❑ _____

❑ _____

❑ _____

❑ _____

STAGE 3
(10-30 DAYS BEFORE EVENT)

deadline date

❑ _____

❑ _____

❑ _____

Blueprint Resources

EVENT PLANNING ACTIVITY

EVENT PLANNING - Volunteer Needs

EVENT:　　　　　　Night of Jazz

EVENT DATE:　　　March 14, 2014

FACILITY:　　　　　Your Local School Theatre / Community Facility

PROJECT TEAM LEADER:　　John Doe

Project Team Needs:

Role / Who	Description
PR /	Works with project team on communication plan and creating a logo to "brand" the event to be used year after year; work with printer and band director to design poster; distribute and post flyers; contact Neighborhood newsletters, PTSAs; issue press release; other advertising
Ticket Sales /	Record ticket allocation and numbers for distribution to students for Ticket Pre-Sales in an Excel spreadsheet . Reconcile any returned tickets and money collected by student; Work with Treasurer/Bookkeeper for cash box for event night. Submit final report to Treasurer/Bookkeeper on pre-sales and event day sales and turn in all cash collected. Submit expense report and receipts for any items purchased
IT Team /	Send emails to band families for volunteer requests and to announce/advertise event
Sponsorship /	Secure corporate sponsorships and work directly with sponsors to trade for printing / concessions / truck rental.
Concessions /	Coordinates menu (desserts and drinks), secures donations (from businesses or band families), set up /
Operations D	
VP Project M	

Vendor/Volunteer Sheet

Event: _____

Chair: _____

Vendor name: _____

Address: _____

City _____ St ____ Zip_____

Contact Name: _____

Contact information

Daytime phone _____

Evening phone _____

Cell _____

Email _____

Fax _____

Area of service:

Complete description of service:

Prices or Rate card:

s vendor will provide:

ater, etc):

Lead times required:

Payment policy:

Cancellation policy:

Refund policy:

Discounts offered:

Proof of insurance:

Event Day Needs:

Role	Description	# Volunteers Needed
Bookkeepers		1 - 2
Event Day Ticket Sales	Accept payment for Event Day Sales	2 Adults
Greeters	Greet patrons at the doors to the venue, welcome them and give them program	1 Adult / Student per door per shift
Concessions	Sell concessions prior to and during event.	2 adults or students per shift
Equipment Crew	Help Load / Unload equipment from truck; Help set up stage for each ensemble	4- 5 Adults and 2 - 3 Students
Driver	Drive equipment to venue	1 adult

Blueprint Resources

Project Team Needs:

Category	2012 Actuals	2013 Actuals*	2014 Estimate
Revenue:			
Ticket Sales	$2,700	$4,377	
Concession Sales	$90	$121	
Total Revenue:	**$2,790**	**$5,498**	
Expenses:			
Venue Rental	$0	$750	
Tickets - Printing**	$475	$100	
Advertising - Printing**	$485	$200	
Concessions***	$318	$50	
Gas for Truck	$0	$36	
Truck Rental	$0	$200	
Total Expenses	**$1,178**	**$1,336**	
Net Profit	**$1,612**	**$3,162**	
Budget Profit Goal	**$3,000**	**$2,500**	**$2,700**
Variance to Budget	**($1,388)**	**$662**	

*Event moved to Community venue and marketed more broadly
**Traded partial cost of Printing for Corporate Sponsorship
***Donations received in lieu of purchase

Blueprint Resources

BRANDING

- MARKETING TOOLKIT

- MARKETING THE BRAND

- ADVERTISING DESIGN IDEAS

- MARKETING THE BRAND

Branding preparation includes developing a Marketing Toolkit for every event.

The purpose for each marketing kit is to develop the total package to be articulated and "sold" to the public.

First Four Parts:

1) **30 SECOND INFOMERCIAL**

2) **LOGO**

3) **BULLITEN BOARD TAG LINE**

4) the **PRESS** release

MARKETING THE BRAND
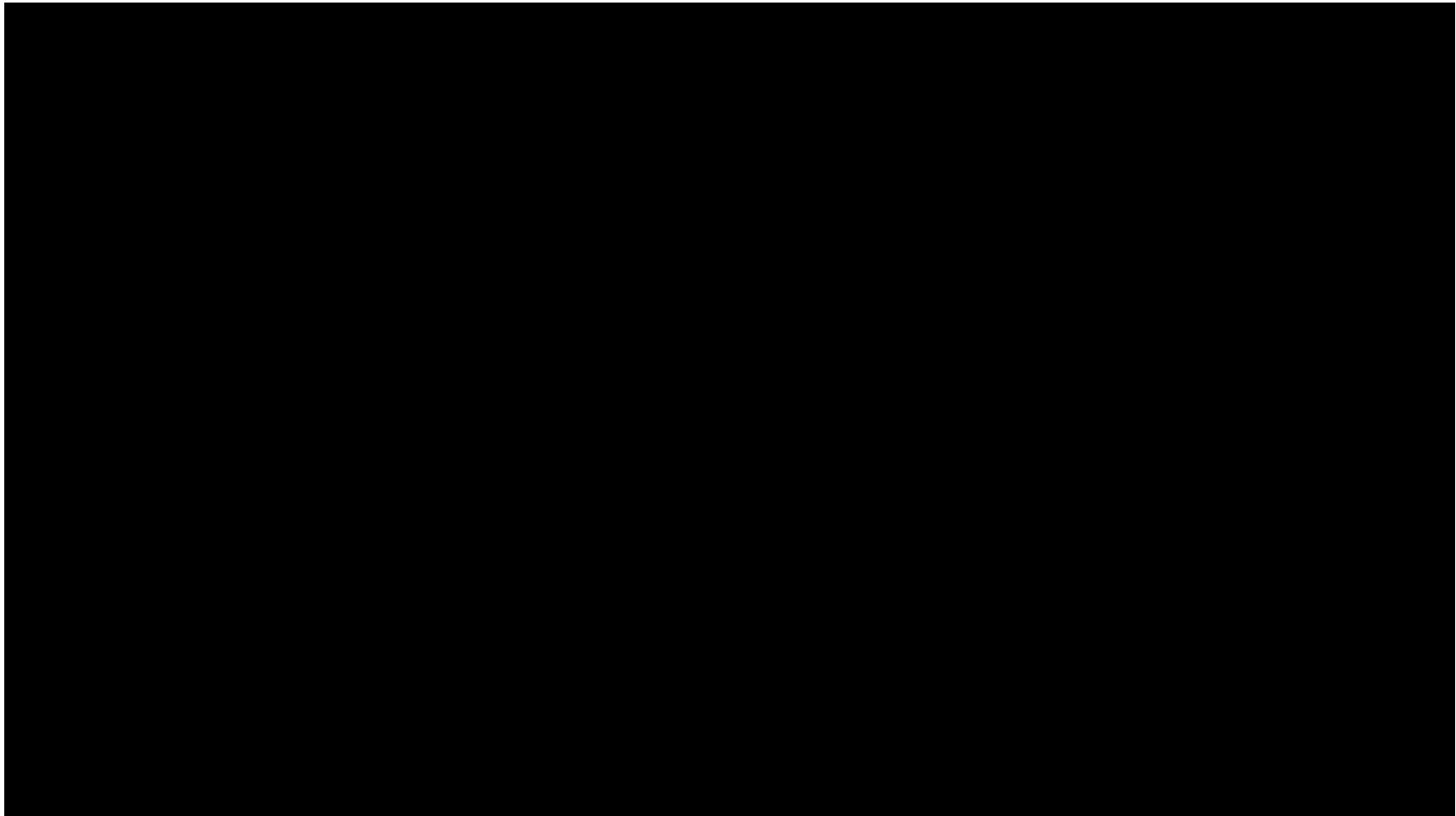
MARKETING THE BRAND

**ADVERTISING BASICS
One-Shot ADs Almost
NEVER work**

Quality Matters...
Plan First
Design Second

Rule of Repetition:
Levinson and Godin's *Guerrilla Marketing Handbook* reports that it takes, on average, **NINE** exposures to an advertisement before one is readily remembered by a consumer and acted upon.

MOREOVER, an advertisement needs to be run a MINIMUM of
27 times in a VARIETY of media
directed to the customer to have a
probability of the ad reaching the customer nine times.

Source Material for today's session:

Boosters to the Rescue

and

Strategic Plans for a Successful Booster Club
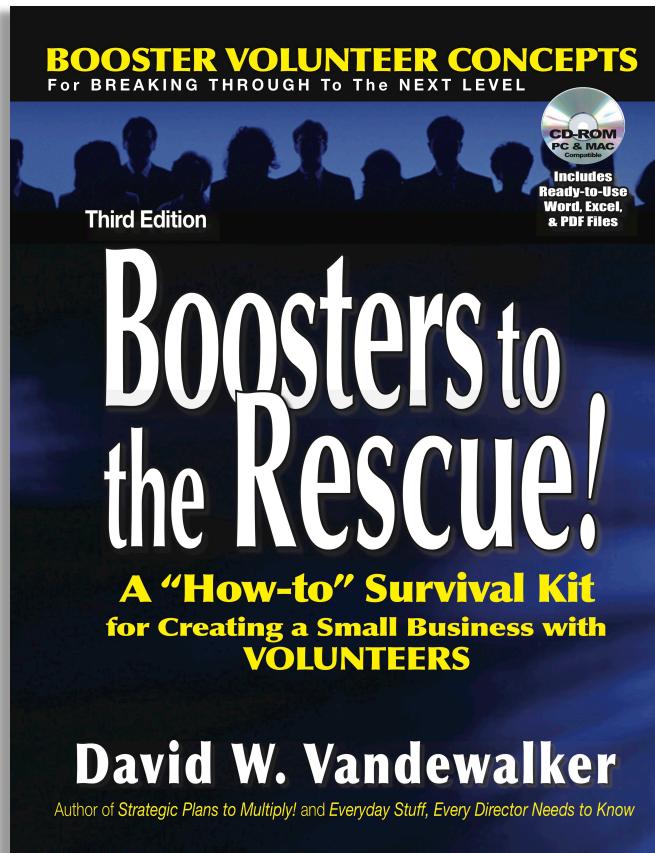
Contact Information
david.w.vandewalker@gmail.com
www.boosterconcepts.com