

**VANDEWALKER  
EVERETT**

# **Strategic Plans for a Successful Booster Club**



**Rally the Troops**

## Notes \_\_\_\_\_

# Rally the Troops!

**GET your people...KNOW your people**

**ORGANIZE your people... EMPOWER your people**

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## Getting Your People: You Cannot Do It Alone

Concepts employed in "Good to Great" by Jim Collins

**STAGE 1:** \_\_\_\_\_ **PEOPLE**

### First Who ... Then What.

Great organizations make sure they have:

the \_\_\_\_\_ people on the bus,

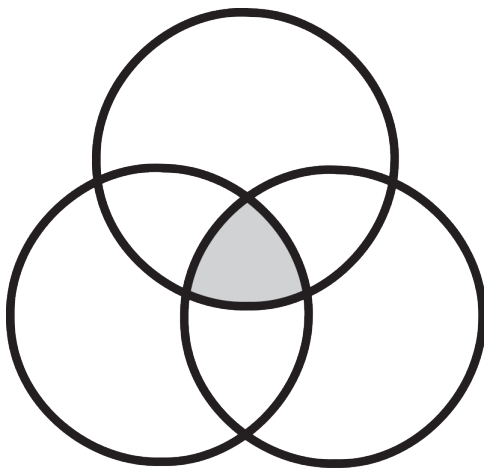
the \_\_\_\_\_ people off the bus,

the right people in the \_\_\_\_\_ seats **before**  
they figure out where to drive the bus

always think first about "\_\_\_\_\_" and  
then about \_\_\_\_\_.



**Find your** \_\_\_\_\_



**STAGE 2:** \_\_\_\_\_

This concept has three primary components:

- 1) Keep it \_\_\_\_\_—be a hedgehog,  
not a fox.
- 2) Get your three \_\_\_\_\_ right.
- 3) Act with \_\_\_\_\_, not bravado.

# How do we build an effective business team?

Tom Kelly, author of *The Art of Innovation*, categorizes eight personality types necessary to develop a high performing group of innovation.

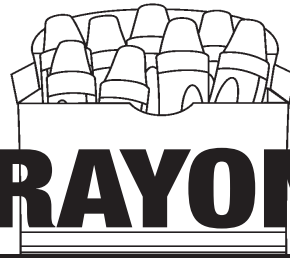
- The **VISIONARY**- the one who is most likely to figure out what's next
- The **TROUBLE-SHOOTER**- clear thinking, quick actions and brainstormers well
- The **ICONOCLAST**- someone who challenges the status quo
- The **PULSE-TAKER**- people person, the heart of the group
- The **CRAFTSMAN**- model makers, machinists, and skilled craftsmen, and engineering
- The **TECHNOLOGIST**- geek with the deeper connections to troubleshoot
- The **ENTREPRENEUR**- constantly experiments with new ideas and brainstormers, prototypes, and communicates innovations
- The **CROSS-DRESSER**- multitaskers, an engineer with an eye for design, etc.

Every booster club would be well-served if they had one of each of Kelly's categorical representatives actively serving on their board of directors. However, the categorical classification is likely too elaborate and complex for most volunteer organizations; thus, a more simplistic classification providing a diverse of skill is required. Consider using four classifications based on basic crayon colors.

## Notes



# Build A Team with a FULL BOX of **CRAYONS**



The world is colorized with four basic personality groups:  
razzle-dazzle red, sunshiny yellow, fuzzy-wuzzy brown,  
and misty blue. **QUESTION: WHICH ARE YOU?**

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

# GETTING TO KNOW YOU...

**Welcome to the Family!!!** As a parent of a student in the band program, you are automatically a part of a new family. The [YOUR SCHOOL PROGRAM NAME] is an organization comprised of parents, students, corporate members, alumni students and parents who desire to make a difference in the lives of the active students in the [YOUR SCHOOL PROGRAM NAME] program. Help us get to know you by filling out the information below:

STUDENT NAME: \_\_\_\_\_ Grade \_\_\_\_\_

<b>MOM</b>	NAME: _____		My friends 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

<b>DAD</b>	NAME: _____		My friends 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

**Tell us about your employment history, circle all that apply “M” for Mom “D” for Dad**

- |                              |                            |
|------------------------------|----------------------------|
| M D Accounting/Financial     | M D Engineering            |
| M D Administrative           | M D Health Care            |
| M D Advertising/PR/Marketing | M D Human Resources        |
| M D Art/Creative             | M D Information Technology |
| M D Business Development     | M D Legal                  |
| M D Consulting               | M D Management             |
| M D Design                   | M D Production             |
| M D Distribution             | M D Training               |
| M D Education, County: _____ | M D Writing/Editing        |

# VOLUNTEER FORM

## PARENT CONTACT/VOLUNTEER FORM

Mom	Dad	Enter "C" or "A" for those areas where you can work.
		Assist with Care of Concert Dresses and Tuxedo's
		Assist with Banquet Awards
		Assist with Monthly Band Newsletter
		Assist with Harrison Band Website/Emails
		Chair or Assist on Phone Tree Committee
		Middle School Liaison (Lost Mtn./Durham/McClure)
		Chair or Assist with Alumni Relations
		Assist with preparing Band Concert Programs
		Assist with Travel Arrangements
		Assist with Band Camp – during the day
		Assist with Band Camp – during the evening
		Assist with Band Camp – sending supplies
		Assist with Band Camp – sending food
		Assist with Band Camp – chaperones
		Assist with Percussion/Guard Summer Camp
		Assist with Marching Band Senior Night
		Assist with Marching Band 8 <sup>th</sup> Grade Night
		Assist with Marching Band Pot Luck Dinner- July
		Assist with Care of Marching Band Uniforms (wash)
		Assist with Sewing Needs (flags/costume fittings)
		Assist with Equipment Crew Committee
		Build and Repair Props & Equipment for Performances
		Load & Move Props & Equipment at Performances
		Chaperone Football Games, Local Performances
		Drive a large box truck and or semi w/proper license
		Chair or Assist with Pasta Sale
		Chair or Assist with Coke Truckload Sale Fundraiser
		Chair or Assist with March-a-thon
		Chair or Assist with Car Washes
		Chair or Assist with Magazine Sales
		Chair or Assist with Fruit Sale
		Chair or Assist with Electronics Recycling Fundraiser
		Chair or Assist with Scrip
		Chair or Assist Arts in Motion (Winterguard/Percussion show)
		Chair or Assist with Bingo
		Chair or Assist with Night of Jazz
		Chair or Assist with Pops in the Park Concert
		Chair or Assist with Brusters
		Chair or Assist with Pancake Breakfast
		Chair or Assist with Middle School Colorguard
		Chair or Assist with Percussion Camps
		Chair or Assist with Corporate Sponsorship
		Chair or Assist with Hoya & the Hare Road Race
		Chair or Assist with Securing Product Donations
		Chair or Assist with Public Relations
		Chair or Assist with Trash to Treasure
		Chair or Assist with Spirit Wear Sales
		Chair or Assist with Publix Cards
		Chair or Assist with Trash Bag Sale
		Chair or Assist with Drum-a-thon

*Questions about Volunteering? Contact [Volunteers@yourbandname.org](mailto:Volunteers@yourbandname.org)*

### C) What do I need to do?

Seriously...You need to fill out this form and return it to the green payment box in the band room. Without the form, we really do not know who to contact to work events.

### B) Why be an Assistant/volunteer? "A"

Without volunteers, nothing would work! These are the individuals who want to participate and help with an event, but do not want to coordinate. "Just tell me what you need done...and I'll do it." It's fun, Directors love you, and the kids appreciate it.

### A) Why be a Chair? "C"

All of our events have a chair. These are individuals who have agreed to "oversee" an event. They make sure that everything is organized and that the volunteers are used, as needed, to accomplish required tasks.

Mom's Name: \_\_\_\_\_

Hobbie's, talents and interests: \_\_\_\_\_

Dad's Name: \_\_\_\_\_

Hobbie's, talents and interests: \_\_\_\_\_

Address/City/Zip: \_\_\_\_\_

Student's Name: \_\_\_\_\_

Student's Name: \_\_\_\_\_

Cell: \_\_\_\_\_

Occupation: \_\_\_\_\_

Cell: \_\_\_\_\_

Occupation: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Marching Instrument: \_\_\_\_\_

Grade: \_\_\_\_\_

Concert Instrument: \_\_\_\_\_

Concert Instrument: \_\_\_\_\_

# PARENT LIAISON: Gathering Additional Data

High performing teams, or organizations, are changed or built one person at a time. A parent liaison position is a vital role in developing one-on-one connections and relationships while communicating the organization's vision, goals, and detailed information between the faculty sponsors and booster club officers. The liaison role is best utilized by representing subsections of a organization (i.e., band-percussion, woodwinds, etc.; athletic group-offense, defense, etc.) They assist in gathering information regarding parents' additional personal interests and expertise and collaborate with the Volunteer Coordinator in obtaining data and serving as a personnel resource for the Volunteer Coordinator.

# VOLUNTEER COORDINATION: Managing the Data

Volunteer coordination is critical to sustaining a successful booster club. The Volunteer Coordinator's role is to maintain data of skill set and volunteer interest information spreadsheet for the entire membership. This spreadsheet uses formulas to assimilate the "Getting to Know You" data for determining a parent's categorical color-code to assist in matching areas of service to personal traits and interests.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1		Last Name	First Name	Address	City	ST	Zip	Home Phone	Cell Phone	Outgoing	Nurturing	Creative	List / Task Oriented	People Person	Fun Loving	Dependable	Resourceful	Routine Oriented	Manager	Waitflower	Medical
2	1	Parent 1	Herman	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1				1	1	1			1		
3	2	Parent 2	Rita	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1			1				1	
4	3	Parent 3	Bob	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890							1				1	
5	4	Parent 4	Julie	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890		1		1			1					
6	5	Parent 5	Joy	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1	1	1	1	1	1			
7	6	Parent 6	Mark	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1			1	1	1	1		
8	7	Parent 7	Leslie	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890		1	1	1			1		1			
9	8	Parent 8	Wayne	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1				1	1	1					
10	9	Parent 9	Dana	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1		1	1	1	1	1					
11	10	Parent 10	Janet	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1	1			1		1	1				
12	11	Parent 11	Ron	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890		1					1		1	1		
13	12	Parent 12	Kim	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890		1		1			1	1	1	1		
14	13	Parent 13	Jacquelyn	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1	1		1	1	1	1					
15	14	Parent 14	Kevin	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1			1			1		
16	15	Parent 15	Barbara	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1			1			1		
17	16	Parent 16	Mitch	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1				1	1	1					1
18	17	Parent 17	Theresa	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1			1	1	1	1					
19	18	Parent 18	Tom	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1		1		1	1				1		
20	19	Parent 19	Amy	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1		1		1	1	1	1	1	1		
21	20	Parent 20	Marly	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1	1	1	1			1	1	1	1		
22	21	Parent 21	Barbara	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1	1		1	1	1	1		
23	22	Parent 22	John	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890				1			1	1	1			
24	23	Parent 23	Mr.	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1	1			1	1	1	1				
25	24	Parent 24	Mrs.	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890	1	1			1	1	1	1	1			
26	25	Parent 25	Jenny	123 Main Street	Anytown	GA	30152	123-456-7890	123-456-7890							1					



## Strategic Plans for a Successful Booster Club

CD includes customizable "Getting to Know You" forms and the Data Code spreadsheet templates.

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## Notes

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

You must have enough crayons (volunteers) for the project and the box (team) 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!

The completed project planning guide will assist you in determining how many volunteers will be needed for success as well as how many roles should be filled with each



# Filling the Box of Crayons

Each Project Team should include a minimum of the following roles:

### **Project Coordinator:** \_\_\_\_\_

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:** \_\_\_\_\_

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:** \_\_\_\_\_

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

### **Project Logistics Coordinator:** \_\_\_\_\_

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.

### **Several Logistics Associates:** \_\_\_\_\_

These people fill in the gaps and do the nuts and bolts work.