Strategic Plans for a Successful Booster Club

Rally the Troops
Rally the Troops!
GET your people...KNOW your people
ORGANIZE your people... EMPOWER your people

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

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

<table>
<thead>
<tr>
<th>NAME:</th>
<th>My friends describe me as (check all that apply)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>______ Outgoing</td>
</tr>
<tr>
<td></td>
<td>______ Nurturing</td>
</tr>
<tr>
<td></td>
<td>______ Creative</td>
</tr>
<tr>
<td></td>
<td>______ List / Task Oriented</td>
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<tr>
<td></td>
<td>______ People Person</td>
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<tr>
<td></td>
<td>______ Fun Loving</td>
</tr>
<tr>
<td></td>
<td>______ Dependable</td>
</tr>
<tr>
<td></td>
<td>______ Resourceful</td>
</tr>
<tr>
<td></td>
<td>______ Routine Oriented</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>M</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>D</td>
<td>Accounting/Financial</td>
</tr>
<tr>
<td>M</td>
<td>D</td>
<td>Administrative</td>
</tr>
<tr>
<td>M</td>
<td>D</td>
<td>Advertising/PR/Marketing</td>
</tr>
<tr>
<td>M</td>
<td>D</td>
<td>Art/Creative</td>
</tr>
<tr>
<td>M</td>
<td>D</td>
<td>Business Development</td>
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<tr>
<td>M</td>
<td>D</td>
<td>Consulting</td>
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<tr>
<td>M</td>
<td>D</td>
<td>Design</td>
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<tr>
<td>M</td>
<td>D</td>
<td>Distribution</td>
</tr>
<tr>
<td>M</td>
<td>D</td>
<td>Education, County:</td>
</tr>
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</table>
VOLUNTEER FORM

A) Why be a Chair? “C”
All of our events have a chair. These are individuals who have agreed to “organize” an event. They make sure that everything is organized and that the volunteers are used as needed to accomplish required tasks.

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. The kids appreciate it.

Questions about Volunteering? Contact Volunteers@you.bandname.org

Mom Enter “C” or “A” for those areas where you can work.

Dad

PARENT CONTACT/VOLUNTEER FORM

Mom’s Name: ____________________________________________________________   Cell: _____________________  E-Mail: ____________________________

Dad’s Name: ____________________________________________________________   Cell: _____________________  E-Mail: ____________________________

Hobbies, talents and interests: _____________________________________________

Hobbies, talents and interests: _____________________________________________

Grade: __________________________  Marching Instrument: ____________________

Grade: __________________________  Marching Instrument: ____________________

Home Phone: _____________________

Occupation: ______________________

Student’s Name: ____________________  Grade: ____  Marching Instrument: __________

Student’s Name: ____________________  Grade: ____  Marching Instrument: __________

Address/City/Zip: _____________________________________________________________

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.

Assist with Care of Concert Dresses and Tuxedos
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 8th 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
**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.

![Volunteer Coordination Spreadsheet](image)

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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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.

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