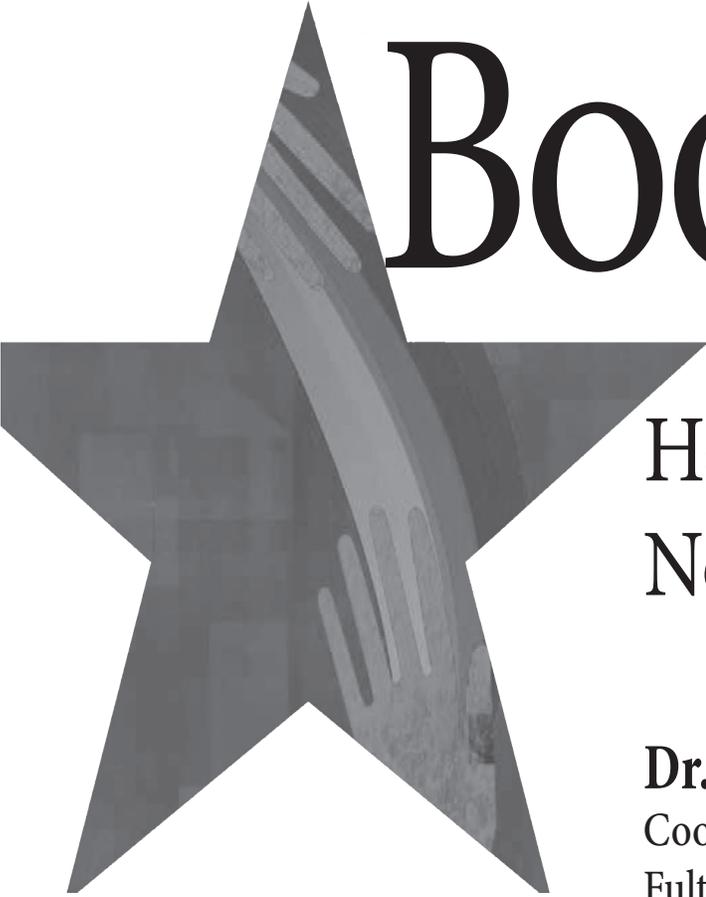




GIA Publications, Inc.
Chicago

STRATEGIC BOOSTERS



How to Thrive
Not Just Survive!

Dr. David W. Vandewalker
Coordinator of Performing Arts
Fulton County Schools

**MUSIC PARENT BOOSTER INSTITUTE
SEMINAR GUIDEBOOK**

Seminar Pre-Test

use this space as directed



WHAT IF your organization decided to *THRIVE* as a 21st Century People-Oriented Small Business by strategically re-creating the puzzle, one piece at a time? You might be surprised with what you see!

The Big Picture:

When looking at the big picture of your booster organization, what do you see?

Score each piece of the puzzle by asking yourself about your booster organization. Evaluate (by using the following scale) noting evidence of the strategic booster categories on the right: **strongly evidenced (+2), evidenced (+1), or not evidenced (+0).**



YOUR SCORE _____



Notes

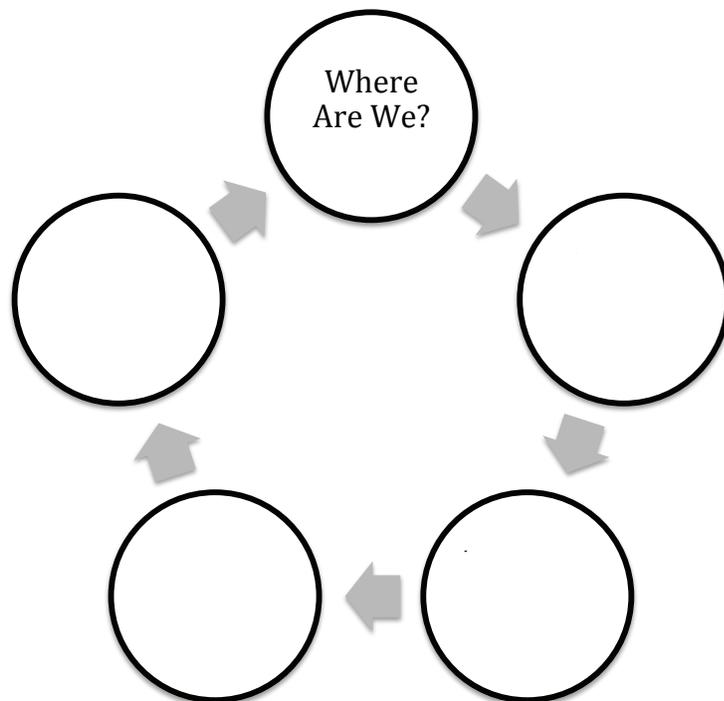
Five Reasons to Plan:



**Ready,
Set,
Go!**

Ready: Defining Who You Are As An Organization

You are unique. Your organization is unique. So, who are you, uniquely? And, how do you come together for the benefit of the program?



Notes

There are many different ways to do strategic planning. The key element is planning and preparation with visionary direction and detailed excellence.

9 components to SET a strategic plan



SET: Defining the Strategic Plan:

Notes

Notes

As with the creation of any business, contact an attorney and/or CPA for profession guidance related to the specifics of your current local, state, and federal guidelines.

The information presented is intended to be a guide only and should not be used to take the place of advice from a CPA or attorney.

Go! Get Down to Business or Hit the Refresh Button

A successful twenty-first century booster organization is vital to the success of virtually every school entity on campus. Those groups that provide the most enrichment for their programs do so by functioning as a small business. With the initial planning and preparation completed, it is time to get down to business... and set up the business correctly and legally.

10 KEY COMPONENTS FOR STAYING OUT OF TROUBLE WITH THE GOVERNMENT

some excerpt material published @ www.IRS.gov



Applying for 501c)(3) Status

Things to think about when getting organized as a booster club or for obtaining or updating your 501(c)(3) status are:

1 _____: Creating an organization under state law, acquiring an employer identification number, and identifying the appropriate federal tax classification.

2 _____

3 Obtain an _____ Number (EIN):

4 Create _____ for the Organization

5 **Applying for _____:** Acquiring, completing, and submitting application forms; how the IRS processes applications; and getting help from the IRS during the application process.

6 **Apply for 501(c)(3) tax-exempt status with the IRS:**

7 **Apply for _____ in local county and/or state government**

8 **Required Filings:** Annual exempt organization returns, unrelated business income tax filings, and other returns and reports that an organization may have to file.

File Required IRS documents- ANNUALLY:

Federal:

IRS Form 990, 990-EZ, or 990-N

IRS Form 1090

State: Registration with Secretary of State (i.e.; GA: \$30)

9 **Ongoing _____:** How an organization can avoid jeopardizing its tax-exempt status, disclosure requirements, employment taxes, and other ongoing compliance issues.

10 _____: Audits, private letter rulings, and termination procedures.

Notes

Considerations for a Refresh:

Utilize appropriate _____
software

_____ to protect officers
and members,

Signature requirements, check requests,
purchase orders and authorizations,
reimbursement, etc.

_____ protocols for internal
documentation, informal audits, formal
financial audits

Research and acquire _____
coverage, bonding, umbrella personal
and property, liability coverage

Put in place **Policy Statements and Operating Procedures:**

_____ **resolution strategy**

_____ **policy**

Officer _____ **policy**

Written _____ **policy**

Rally the Troops!

GET your people...KNOW your people
ORGANIZE your people... EMPOWER your people

Booster Organizations are a “people business.”

- Two Basic Needs in Life (Dick Hill):

- Five Languages (Gary Smalley):

- The Like Switch (Schafer & Karlins):

- A Followers 4 Basic Needs (Tom Rath):

Notes



Notes

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,

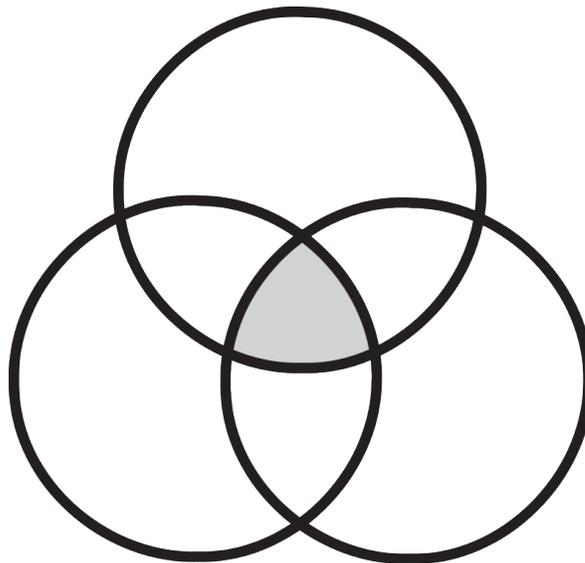
the right people in the _____ seats before
they figure out where to drive the bus

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.

STAGE 3: _____

Culture of _____.

Disciplined _____ who engage in
disciplined _____ and
who take disciplined _____

—operating within a framework of _____.

This is the cornerstone of a culture that creates greatness.

People do not have “_____;” they have _____.

The _____.

In building greatness, there is no single defining action,
no grand program, no one killer innovation, no miracle moment. Rather,
a _____ relentlessly pushing a giant heavy flywheel in one
direction, turn upon turn, **BUILDING CUMULATIVE** _____
until a point of breakthrough, and beyond.

Summary:



WHAT IF you get to know your people, categorize your members by personality types, and pair their personalities with suitable roles in the organization?



Think about the variety of personalities in your organization. In the space below, brainstorm and list descriptive words or modifiers that describe people that could fit into the two categories.

Task Oriented

vs

Outgoing/Influencer



Getting TO KNOW Your People



Section Liaison



Volunteer Coordinator

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 _____

MOM

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

_____ Outgoing	_____ a Manager	_____ Technical	_____ Computer Savvy	_____ Quiet
_____ Nurturing	_____ Wallflower	_____ Design	_____ Detailed	
_____ Creative	_____ Medical	_____ Behind		
_____ List / Task Oriented	_____ Organized	_____ Party A		
_____ People Person	_____ Counselor	_____ Home		
_____ Fun Loving	_____ Shopper	_____ Entrep		
_____ Dependable	_____ Takes Charge	_____ Conn		
_____ Resourceful	_____ Adaptable	_____ Exubi		
_____ Routine Oriented	_____ Analytical	_____ Conn		

DAD

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

_____ Outgoing	_____ a Manager	_____ Tech
_____ Nurturing	_____ Wallflower	_____ Des
_____ Creative	_____ Medical	_____ Beh
_____ List / Task Oriented	_____ Organized	_____ Part
_____ People Person	_____ Counselor	_____ Hor
_____ Fun Loving	_____ Shopper	_____ Ent
_____ Dependable	_____ Takes Charge	_____ Co
_____ Resourceful	_____ Adaptable	_____ Ex
_____ Routine Oriented	_____ Analytical	_____ Co

Tell us about your employment history, circle all that apply:

M D Accounting/Financial	M D Management
M D Administrative	M D Production
M D Advertising/PR/Marketing	M D Training
M D Art/Creative	M D Writing/Editing
M D Business Development	
M D Consulting	
M D Design	
M D Distribution	
M D Education, County: _____	

Roll It Out!

The Small Business Blueprint

The Discovery

Grand accomplishments are always the efforts of great teams!

A Visionary shares their vision with a _____ of _____ and _____ .

Commonalities of the Masters

- Plans of actions were very complex _____
- Attention to _____ and _____ were enormous
- Teams were _____ - _____ for specific tasks

Essentials in team building

- Sharing the Vision
- _____
- _____
- _____

Modernize the Troops!

BUILDING GREATNESS TO LAST requires building an organizational structure that can adapt through multiple generations of leaders.

In the corporate business world, the use of titles that include manager, management, director, and coordinator automatically imply more _____ roles and ownership. This organizational plan defines the volunteer as one who will _____ or _____ others to a common goal.

The New Generation of Organization:

Co-Presidents

Co-Treasurers

Secretary/Rules and Regulations Manager

Co- Director of Project Management

Co- Director/Events

Co- Director /Operations

Co- Director /Public Relations

Co- Director /Revenue

Co-Director of Info & Technology

Members at Large:

Guard Coordinator

Communications Coordinator

[ie: Website/Email/News/FB/Twitter, etc.]

Chaperone Coordinator

Volunteer Coordinator

Ex-officio Members (non voting):

Directors, Administrative Liaison

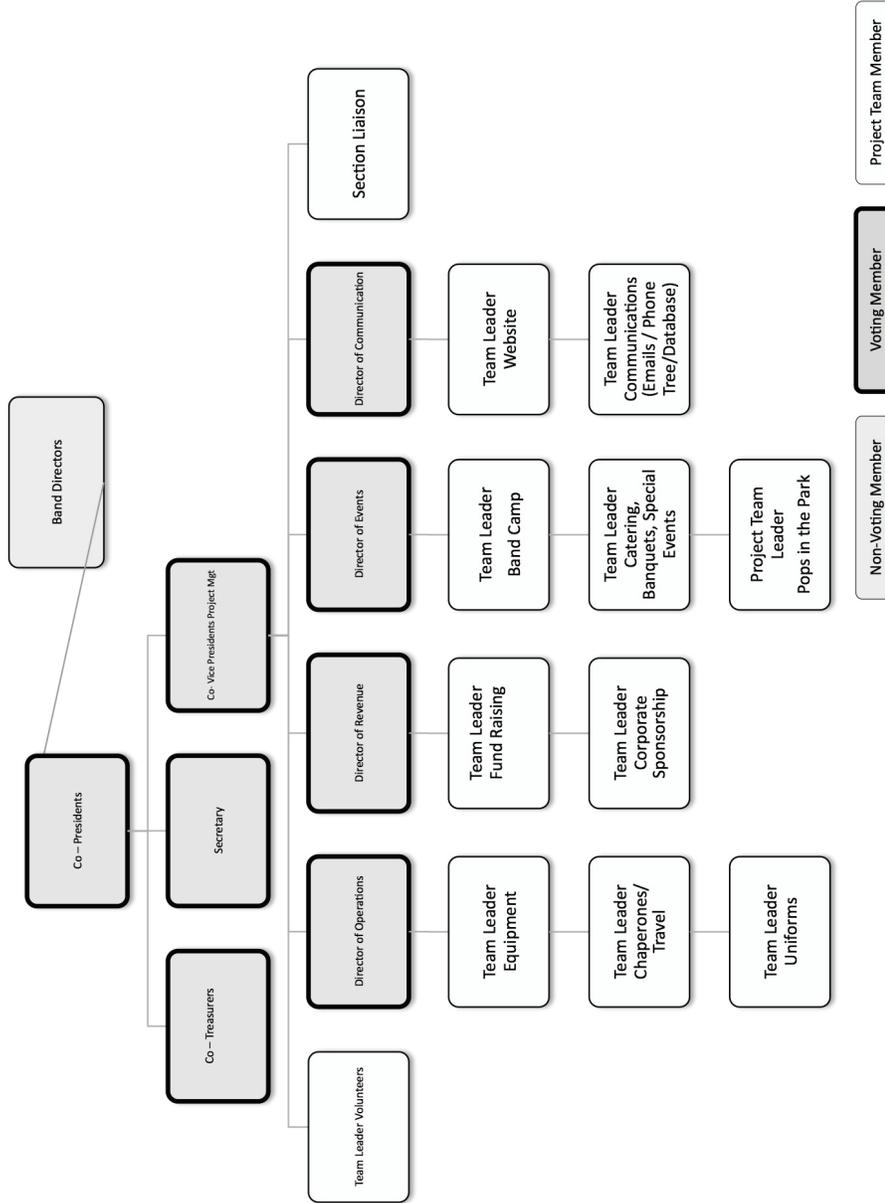
Immediate Past President

Note: Co positions allow for overlapping teams to transfer knowledge base and keep momentum from year to year.

The New Generation of Organization Flow Chart

Notes

Developing an Organization Chart



Notes



Strategic Fundraising

The Business Plan Blueprint

Event Planning Blueprint

Consider all things the booster organization does as an “event.” Whether it is a banquet, a fundraiser, a road race, or an outdoor concert, the successful booster organization functions as a people-oriented, small business. Therefore, just as a strategic plan for the booster club is essential, so is the event planning guide that serves as the strategic plan for the individual project plan team similar to the blueprint for the general contractor. It contains all the specific details necessary to build a product that will stand the test of time.

Event Project Plan Guide includes:

- Project Mission Statement

- Goals for the project

- Specific strategies or objectives

- 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

Building an Event Project Plan Guide

Goals, Objectives, and Strategies

Goals

Goal setting is crucial. Without proper preparation it would be easy to establish goals that could prove to be ineffective and off the mark. 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.

Objectives should use your SMARTS:

- 1• _____. Objectives should express a specific improvement or result desired.
- 2• _____. There has to be a way to measure or determine the outcome of the result or accomplishment.
- 3• _____. 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.
- 4• _____. The objective must be stated in terms of a desired result which can be measured.
- 5• _____. An objective must state the time period within which the desired results will take place.
- 6• _____. The objective must be critical to the plan and worthy of spending volunteer time.



Thinker Space



1 Hour Swing Dance Lesson
2 Hours of Awesome Jazz Music
Dessert and Beverage

- Promotions/Marketing*
- Performance Blocks*
- Dessert/Beverage*
- Event Day*

Event Planning Activity -Word Bank

Venue
Program
Ticket Sales
Posters
Promotion
Volunteers
Project Team
Concessions
Cash Box
Treasurer/Bookkeeper
Set Up

Clean Up
Post-Event Debrief
Budget
Date
Sponsors
Donations
Students
Administration
Directors/Coaches
Save the Date
Community

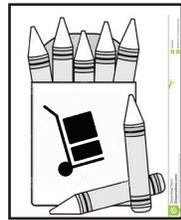
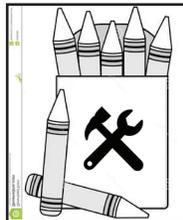
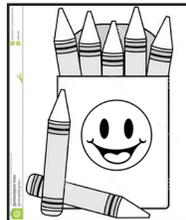
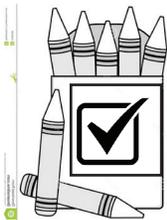
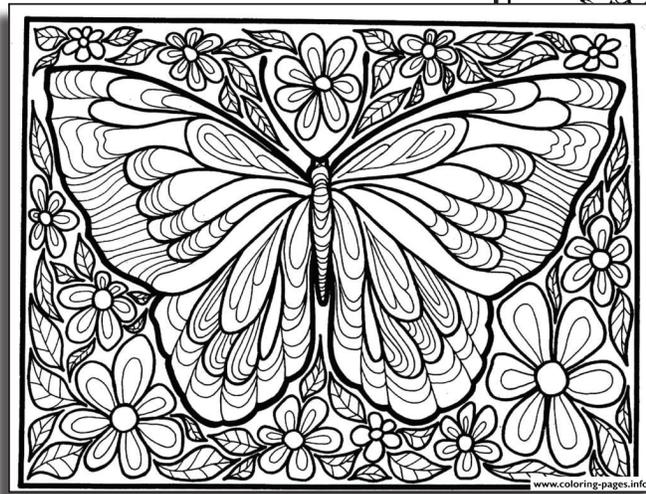
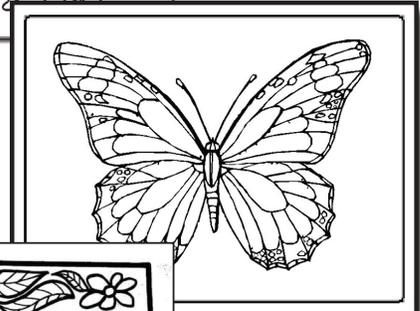
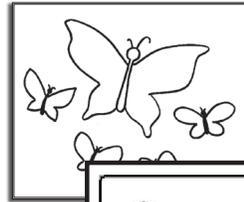
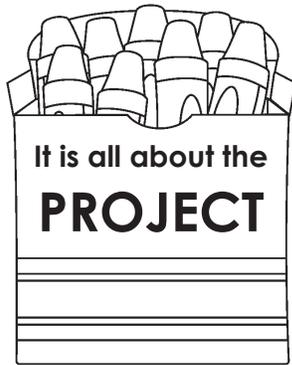
Communication Plan
Admission Prices
Concession Prices
Ticket Pre-Sales
Press Release
Advertising
Feeder Schools
Thank You Letters
Supplies
Faculty
Corporate Sponsors

Notes

Event Project Plan Guide

<p>STAGE 1 (3-6 MONTHS BEFORE EVENT)</p> <hr/> <p>deadline date</p> <ul style="list-style-type: none"><input type="checkbox"/> _____<input type="checkbox"/> _____	<p>STAGE 2 (15- 60 DAYS BEFORE EVENT)</p> <hr/> <p>deadline date</p> <ul style="list-style-type: none"><input type="checkbox"/> _____<input type="checkbox"/> _____	<p>STAGE 3 (10-30 DAYS BEFORE EVENT)</p> <hr/> <p>deadline date</p> <ul style="list-style-type: none"><input type="checkbox"/> _____<input type="checkbox"/> _____
<p>NOTES:</p>		<p>STAGE 4 (5 DAYS BEFORE EVENT)</p> <ul style="list-style-type: none"><input type="checkbox"/> _____<input type="checkbox"/> _____<input type="checkbox"/> _____<input type="checkbox"/> _____

Notes



Rock It Out!

Strategic Communication



Ingredients of a successful brand



What is Branding?

ADVERTISING

MARKETING

PUBLIC RELATIONS

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) _____
- 2) _____
- 3) _____
- 4) the _____ release

A Great Press Release has a great headline. A press release is double spaced, includes interesting info, is professionally typed on professional letterhead, is spell checked multiple times, and has the contact name and info with the words “For Immediate Release.”

- Media Kit
- Logos Logo Design Studio/ Logo Creator/ Adobe Creative Suite
logomaker.com/ vistaprint.com
logodesignpros.com/ 1800mylogo.com/ thelogoloft.com
- Brochures
- Banner/Signs/Posters/Circulars
- Newsletters
- Cards & Stationery vistaprint.com, 123print.com,
overnightprints.com, logodesignpros.com,
1800mylogo.com, thelogoloft.com
- Websites



WHAT IF you marketed your events with repetition like a small business?

Levinson and Godin's *Guerrilla Marketing Handbook* reports that it takes, on average, _____ 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 _____ times in a VARIETY of media directed to the customer to have a probability of the ad reaching the customer nine times.

Strategic Booster Marketing Plan

Define Product or Service

Define Your Target Audience

The Ps of Your Product or Service

What is the Offer or Message of your product or service?

If there is a competitor- what is different?

Communication: If your ad was a bulletin board- what is the one main idea you want someone to "get"?

Conversion and sales

FEATURED NEW RELEASES

BOOSTERS TO THE RESCUE!

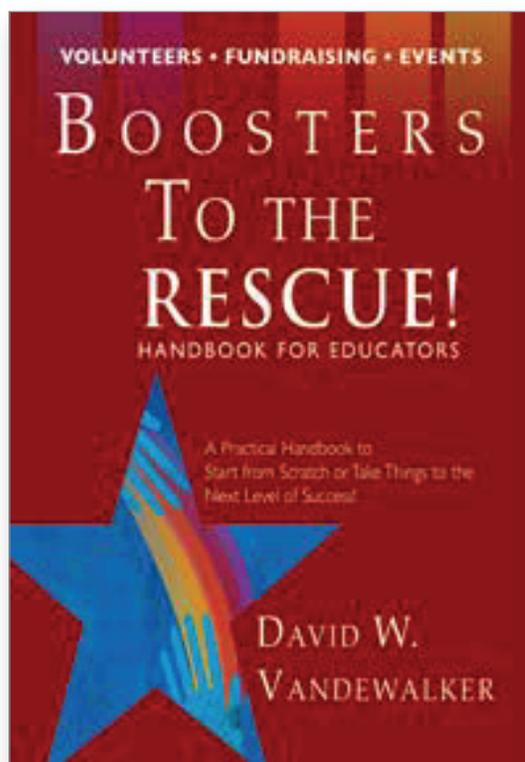
A Practical Handbook to Start from Scratch
or Take Things to the Next Level of Success!
DAVID W. VANDEWALKER

Veteran band director David Vandewalker has been successfully empowering school parent organizations across the country for years. In *Boosters to the Rescue!* he offers practical tools to modernize your program into a 21st-century booster organization that can function as a successful small business and significantly support the school music and arts programs.

In clear, concise language, Vandewalker lays out an action plan that includes how to:

- Learn to be articulate in sharing your vision
- Enlist an army of volunteers
- Develop project plans
- Define a composite list of duties, tasks, and responsibilities
- Communicate
- Determine personal strengths and personality traits
- Create a business plan model
- Make project notebooks
- Provide support, encouragement, and praise

Boosters to the Rescue! goes beyond ideas and plans with online links to ready-to-use Word, Excel, and PDF files that are easy to customize and print. These reproducible tools will save you time, and enable and empower you to build an amazing team of people dedicated to musical excellence!



STRATEGIC PLANS FOR A SUCCESSFUL BOOSTER CLUB

Time-Tested Concepts for Breaking Through
to the Next Level

DAVID W. VANDEWALKER

Strategic Plans for a Successful Booster Club is the companion resource to *Boosters to the Rescue!* (G-9225), which provides ready-to-use Word, Excel, and PDF files to help booster clubs set and achieve a long-term vision for their organization.

Strategic Plans includes project-planning guides for three diverse sizes of booster clubs: Developing, Growing, and Maximizing. *Strategic Plans* offers a wealth of ideas, forms, organizational charts, and branding tools in four concise sections.

“Ready, Set, and Go!” introduces the strategic planning process and explains how to get down to business. “Rally the Troops” provides practical advice on how to organize, manage, and empower people. “Roll It Out” delves into the details of creating a business plan blueprint and a project-planning guide. And “Rock It Out” includes ways to build effective teams, with dozens of branding and advertising designs ready for you to download, edit, customize, and print.

Strategic Plans for a Successful Booster Club is an invaluable resource for every music leader who wants to create a community of support around the important task of educating young musicians. These reproducible tools will save you time, and enable and empower you in developing your own successful booster club.

