

Booster Clubs - Best Practices



**Friday, November 3, 2023
10:45am**



Elisha De Jesús - Middletown Public Schools
Matt Martorelli - Farmington Public Schools

NORMS



- Be present
- Honor all voices
- Accept non-closure
- Seek to understand, ask questions
- Speak your truth
- Step outside of your comfort zone
- Monitor your airtime

WHEREVER
YOU
ARE
BE
ALL
THERE
-JIM ELLIOT

GOALS/PURPOSE

- Networking to build community - let's get to know each other
- Provide ways to start or reignite your Booster Club.
- Identifying Important Documents
- Identifying common Booster Club Mistakes
- AD's role with their Booster Club
- Provide Resources

*Let's get to
know each other*

Mix and Mingle

1. Introduce yourself - Name, school, years as AD.
2. Why are you here today?
3. Why do you think it's important to have an athletic booster club?

Mix, Mingle & Repeat

Share out

In groups of 3 *(if possible people you don't know)*...

- How did your athletic booster club get started?
- How would you describe your athletic booster club?
- What have been some challenges for you in starting or reigniting your booster clubs?
- Take note of any similarities

LET'S SHARE...



2017 Varsity Brands School Spirit Award "Best Booster Club"

The Middletown High School Athletic Booster Club recently learned it is one of four finalists, across the nation, up for the "Best Booster Club" award. The award will honor a motivated group of parents and community members who support their school's athletic program with dedication and enthusiasm. The award is given by Varsity Brands School Spirit - a leader in elevating student experiences in sports, spirit and achievement. The Booster Club was nominated by recently retired Girls Track and Field Head Coach Deborah Petruzzello, who eloquently wrote a letter and provided the Club's webpage and pictures showing the hard work and dedication of the group. The Club's mission is to "assist the athletic department in the promotion, operation and perpetuation of all athletic programs and their athletes." In Coach Petruzzello's words "this club operates as a family." "They provide banquets for thirty teams per season, purchases awards for conference and state winning teams, provide athletic scholarships for student-athletes attending college/armed services, awards grants to teams for special equipment or needs." "Not only are they volunteers, but they are also loyal fans." The Booster Club will be recognized for their accomplishments at a banquet in Orlando, Florida in May 2017.



Awards Show
May 13-14, 2017
at the
Walt Disney World Resort

REGISTRATION AND DEPOSIT DEADLINES

- If you are a Band or Choir your \$100 per person non refundable deposit is due no later than February 1, 2017
- If you're a finalist for one of the categories of the VBSSA your \$100 per person non refundable deposit is due no later than March 15, 2017
- Balance of Payment for all is due April 5, 2017.
- Hotels may fill prior to published deadlines.
- All Walt Disney World® Theme Park tickets are valid May 1, 2017 - May 18, 2017.

OFFICIAL REGISTRATION INFORMATION WILL BE AVAILABLE SOON.

Important Documents: Mission Statement



A mission statement is a **concise sentence** that defines your organization's purpose and goals

- [MHS Athletic Booster Mission Statement](#)
- [Brookfield Athletic Booster Club Mission](#)
- [Berlin Athletic Booster Club Mission](#)

NWC Athletics Mission Statement – 5/7/18

We are committed to the development of the whole person in our support of the Northwest Catholic student athletes. We celebrate, strengthen and promote broad-based support for our student athletes, coaches, alumni, and all NWC athletic teams by:

- Serving as ambassadors within our community
- Providing funding to offset the increasing costs of competing at the high school level
- Endorsing sportsmanship, spirituality and work ethic as our highest priority
- Ensuring the professional development of our coaches to benefit our student athletes in line with the values of Northwest Catholic High School.

Important Documents: Bylaws

MHS Athletic Booster Club BYLAWS

MIDDLETOWN HIGH SCHOOL BOOSTER CLUB BY-LAWS

Article I – Name

The name of this organization shall be the Middletown High School Blue Dragon Booster Club, Inc. (The Booster Club).

Article II – Purpose

The Booster Club is a non-profit organization whose mission is to promote athletic programs, increase community interest, recognize the endeavors and the achievements of the teams and individual athletes, and to assist the athletics department coaches and administrative staff. The Booster Club is a completely volunteer-based organization, in its operations and its mission.

Parents' membership and involvement is the key to a successful athletic booster club. We encourage the parents of every student athlete to become a member.

Article III – Membership

Membership is open to any parent of a student athlete at school, alumna/a, or administration/staff can be a "member" of the Booster Club. "Members" are considered to be non-voting body of participants.

Article IV – Executive Board & Committees

- A. The Executive Board is made up of the following:
- Athletic Director
 - President
 - Vice-President
 - Treasurer
 - Assistant Treasurer
 - Secretary

The Executive Committee is made up of the following:

- Chair of Banquets and Awards
- Concession Coordinator
- Welcome New Members ("Welcome Wagon")
- Fundraiser/Events Coordinator

Berlin Athletic Booster Club BYLAWS

BYLAWS
OF
BERLIN HIGH SCHOOL ATHLETIC BOOSTERS' ASSOCIATION

ARTICLE I: General Purpose

Section 1. General Purpose and Effect

The purpose of the Berlin High School Athletic Boosters' Association, hereafter known as the Booster Association, is to provide support and recognition to the athletic programs and student athletes at Berlin High School. These bylaws shall guide the actions of the Boosters' Association and its relations with Berlin High School.

ARTICLE II: Memberships, Officers, Committees

Section 1. Membership

Participation in the Boosters' Association shall be open to any person who subscribes to the purpose and effects of the Boosters Association. No current student at Berlin High School shall be a member of the Boosters' Association.

The core membership of the Boosters' Association in addition to the officers, shall include dedicated "Friends of" Representatives from each athletic team. Designated "Friends of" representatives shall be allowed access to the fundraising account corresponding to the team they represent and shall be allowed a vote in any instance where a formal vote is being conducted. (See Art. 4 Section 4.B for specific procedures relating to scholarship voting)

Section 2. Officers, Terms of Office, Elections

The officers of the Boosters' Association shall be a President, a Vice President, a Secretary, a Media Secretary, and a Treasurer. All Officers shall be elected in June of each year and shall immediately take office upon election and serve until the next duly held election or until a successor is duly elected.

A. Duties of the President – The President shall be the presiding officer of the Boosters' Association and shall have the same right to vote on every pending question as any other member. He or she may, from time to time, appoint committees and committee chairpersons and shall be a member of all association committees.



Important Documents: Banking Procedures



MHS Banking Procedures

MHS Athletic Booster Treasurer Procedures

MHSBoosterBanking@gmail.com

The Treasurer is responsible for managing ALL MHS Athletic Booster accounts. It is important for each Heads of/Coach to keep their own copies of what is submitted as well as records of their own team funds.

The Treasurer report will be distributed monthly. Any discrepancies please reach out to the Treasurer at MHSBoosterBanking@gmail.com.

All email communication should have a team name in the subject line. In the body please ensure a note of what is needed.

Weekly schedule:

By Thursday- Submit all payment/withdrawal requests electronically

Friday- Deposits only picked up at MHS by 7:30am

Please allow 7-10 business days to be processed.

Deposits:

Forms must be completed by Coaches and/or Heads of MHS sports teams or Athletic Department administrative staff ONLY, using the Google form only- link listed on the MHS Athletic Booster Club website:

<https://forms.gle/2arUjHDDkRV8g6Gy7z>

Only deposits will get dropped off to MHS in the main office, using the MHS Booster Locked Box. (All reimbursement checks will be mailed out to appropriate parties.)

List checks on deposit form and arrange them in monetary order for example:

150

200

325

450

Personal Checks and Money Orders need to be completely filled out, payable to MHS Booster Club with the team name in the memo. If not complete, the check will be returned.

No cash will be accepted and must be turned into a check/money order payment prior to the deposit request.

Request for Payment/Withdrawal:

Forms must be completed by Coaches and/or Heads of MHS sports teams or Athletic Department administrative staff ONLY, using the Google form only- link listed on the MHS Athletic Booster Club website:

<https://forms.gle/1MuUkinEwCHUucNA>

Important Documents: Create a Website



Adobe Stock | #30693609

- [Berlin Booster Website](#)
- [MHS Booster Website](#)
- [Brookfield Booster Website](#)
- [Avon Booster Website](#)

Booster Club Meeting Agenda

Include the following:

- Call to order w/ attendance and introduction of new members
- Review of last meeting minutes - Motion, 2nd
- Reports from different booster club officers
 - Example - President's Report, Treasurer Report, etc...
- Team Representative Reports
- Athletic Director Report
- Unfinished Old Business
- New Business
- Announcements
- Adjournment



[MHS Meeting Agenda](#)

[MHS Meeting Minutes](#)

Year in Review – Booster Club Event/Meeting Schedule

It is important to clearly communicate what is expected for the members of your booster club.

- Working professionals
- Flexible work schedules
- Family obligations
- School vacations

**Build a schedule that works for YOU
and YOUR Community**

YEAR IN REVIEW

July - elect officials, update documents, publicize meeting schedule, membership review with incentives

August - meeting, pre-season meeting presentation, fundraiser schedule, update website,

September - meeting, review sport fundraisers for season, website

October - meeting, strategic planning meeting, website

November - meeting, all-sport fundraiser, website

December - meeting, review sport fundraisers for season, website

January - meeting, strategic planning meeting, website

February - meeting, website

March - meeting, all-sport fundraiser, review sport fundraisers for season, website

April - meeting, strategic planning meeting, website, **identify scholarship winners**

May - meeting, **meet with 8th grade parent groups (recruitment)**, website

June - meeting, **review/amend by-laws, yearly financial report, adopt budget for upcoming year**, website, upcoming year meeting schedule, summer fundraiser/gathering

Common Booster Club Mistakes

- Not having clearly defined roles
- Not staying up-to-date with district policies
- Not having an Executive Booster Club established
- Multiple/similar fundraising campaigns
- Senior parents running the booster club
- Lack of mission statement and goals
- What other mistakes have you seen???



Resources

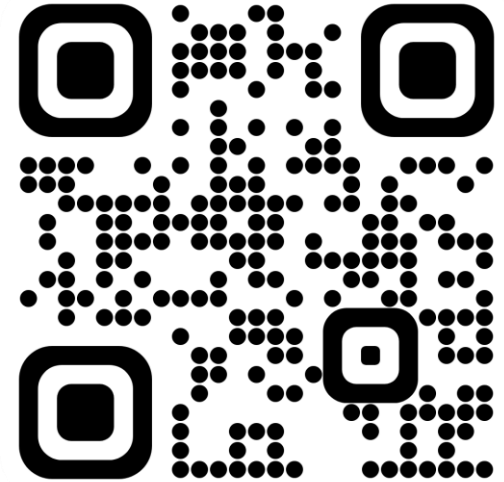


**NATIONAL FEDERATION
OF STATE HIGH SCHOOL
ASSOCIATIONS**



Co-President: Kelvin Jones, joneskd@mpsct.org

Co-President: Weve Valery, valeryw@mpsct.org



SCAN ME



M Elisha De Jesús

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@mhs_blue_dragons

CAAD Board Member
NOMAD President Elect,
Board Member
NIAAA DEIB Committee Member

Director of Athletics,
Student Activities,
Physical Ed. & Health
Middletown Public Schools
Middletown, CT



Matt Martorelli, CMAA

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CAAD District #4 Representative
CHSCA Executive Board Member
NIAAA Endowment Committee Member

Director of Athletics
Farmington Public Schools
Farmington, CT

