

Kentridge High School Booster Club – Minutes for October 16, 2013

Written by Kim Kaiser for Tammi Chick

Attendees

Role	Name	Activities	Comment
VP	Kim Kaiser	XC, Track	
Treasurer	Lori Fleming		
Coach	Al Waltner	Track, XC	
Parent Rep	Lynda Holman	Track, Band	
Parent Rep	Rob Holman	Wrestling, Track, XC	
Parent Volunteer	Deb Roice	Football	Experience with Wildlife Ministry, Kiwanis
Parent Volunteer	Todd Smith	Football, Wrestling, Track, Softball	Radio program announcer on Saturdays for south Tacoma; hockey program; 5700 social media followers

Thanks to everyone for attending, especially newcomers Deb Roice and Todd Smith who brought lots of ideas. If anyone has corrections or additions to the minutes, please send them to me at kjk20875@comcast.net

Discussion on Fundraisers

Timing: Providing seasonal fundraisers allows KRHSBC to tap into the transient parent/kid community associated with a seasonal activity. A fundraiser that requires a lot of planning will have to adapt to variations in interested parent/kid communities throughout the year.



Merchandise Sales: The group agreed that the Boosters should not pursue fundraiser sales like cookie dough, etc. Sales seem to be overdone.



Sports Ticket Sales: Todd suggested group ticket sales for a Thunderbirds Night.

- He offered to advertize through his hockey program and social media.
- Lynda commented that buying tickets online was really easy, just visit the website and go to Kentridge section.
- \$25/ticket; free parking
- This is like the currently running ASB fundraiser; perhaps Eric Anderson can provide the amount raised.
- Action: need to check with the Thunderbirds about whether there are any constraints on who can hold a group ticket sale.
- Use as **winter season** fundraiser and target January night that does not coincide with other scheduled events.
- Start sale 8-10 weeks before the game night → mid November
- **Easy fundraiser to launch; effort can be boosted by social media; Todd has graciously offered his connections**



Music Event: Todd also suggested a music concert day which may mend the disconnect between fundraisers and kids and may encourage the kids to be a part of our efforts.

- Affordable entry fee ~\$5?
- Sell concessions
- Local bands; Al Waltner can refer a band
- Type of event parents are apt to send their kids to
- Saturday afternoon rather than evening
- Rent a cop - ~\$80/hr for King County
- Type of event that connects with non athletes as well
- Could be a “battle of the bands”

- **Obviously requires more planning and logistics than sport ticket group sales or recycling events; might start planning for spring or next year.**



Auctions: There is a lot of hesitation about holding an auction due to the large effort and logistics. Much planning went into the recent Senior Dinner/Auction and they reportedly only sold 100 tickets (senior class size = 600). Jazz Band also plans on holding an auction in the future.



Recycling Event: We discussed the possibility of combining recycling events such as One Green Planet (electronics and metals), Shred It (shredding papers with personal information), textile recycling as a potential **spring** fundraiser. Since the meeting, I contacted One Green Planet, and on the basis of the following info gathered, I recommend that we hold our first fundraiser as a singular, One Green Planet recycle event for end of **November**. If it is successful, we can hold another potentially in the spring. This type of event has very low level planning and logistics.

- **General**
 - One Green Planet, Renton; Electronics & Metal Recycling; they hold 3-4 events every weekend from Tacoma to Bellingham
 - No chemicals, paints, tires, liquids
 - Saturday or Sunday, 10 AM – 3 PM
 - Events are cancelled for snow but not for rain
 - They provide no charge recycling, signs to direct traffic and spinning sign, some marketing, a flyer and suggestions for how we should market, 3 trucks and 5-6 people, loading
 - We provide most of the marketing (need 3 weeks to do marketing); 2-3 people/shift at the event to welcome the public and ask for donations, all of which we keep
 - I spoke to Michael; he mentioned that his wife went to KR
- **Event Timing**
 - This fall is a good time as they have not had a recent event in the area. Available dates: Nov 23, 24, 30, Dec 1
 - Time between sequential events: It takes about 6 months for people to accumulate more recyclables
- **About Multiple Simultaneous Events**
 - Michael discouraged holding multiple events together
 - He has 4 years of experience and says the public gets confused with the logistics
 - Events just as shredding takes variable amounts of time, building up the line
- **Examples**
 - Lake Youngs Elementary raised \$4000 in 6 hours
 - In our area, Meeker and a neighborhood church have also used One Green Planet in past
 - They may get 300-400 people at an event
- **What to do**
 - Run any fundraiser by Eric Anderson who can tell us what requirements we need to meet (e.g. insurance) and how to arrange logistics (e.g. use of KR parking lot)
 - Vote
 - Choose candidate dates
 - Get whatever approvals we need to hold the event
 - Arrange to use the KR parking lot
 - Submit date and location to One Green Planet website email
 - Receive their flyer on marketing
 - Market 3 weeks prior
 - Man the event
 - Bank the proceeds
- **Marketing suggestions**
 - Have kids at the event; the public donates more in the presence of kids

- Use facebook and email
- Email to home owner associations
- Door to door flyers
- Posters at businesses
- Inform KR community
 - in time for Newsletter?
 - Post on KRHSBC website
 - Daily Bulletin
 - Posters at school
 - Announcements at assemblies

Discussion on Allocation of Funds

Allocation of funds will be an ongoing topic for a while since KRHSBC needs to put into place, policies that are fair and equitable to all members.

Considerations:

- Incentivizing the groups who participate in the fundraising efforts
- Incentivizing and acknowledging the kids who participate in the fundraising efforts
 - e.g. A kid who participates in a fundraiser may have credit toward a trip fee.
- The activities with the most number of students are track and football

Other

KR Newsletter: Contact Kristi.Newlon@kent.k12.wa.us

Monthly submissions are due by the 24th of the month or the Friday before the 24th (if it falls on a weekend); parameters are “short and sweet.”

KR Daily Bulletin: Contact, Renee.hall@kent.k12.wa.us

KR Web site: Contact Karla.Huston@kent.k12.wa.us

Fundraisers

I suggest that we keep a *running* table of fundraisers that we hear about. It will give us a list of what’s happening during the year and also an idea of the yields for various event types. Here is a start.

KRHSBC Group	Type	Date	Yield	Comments	POC
Girls’ Soccer	Selling lanyards	Nov 2013		Possibly first time for this type	Tammi Chick
Football	Goodwill		\$3000	Will repeat in Dec/Jan and go door to door	
XC	Running Camp	Summer 2013			
XC	Chinook Book	Fall 2013		Book and Phone App for Local Coupons	
Track	Road runner store		\$400		
Track	Car wash		\$2000		
Others					
Senior Party	Dinner/Auction	Oct 19, 2013		Lots of planning, catered dinner, used Facebook; only sold 100 tickets (senior class ~600)	
Jazz Band	Auction				
ASB	Thunderbirds Hockey Group Ticket Sale	Fall 2013			Eric Anderson
ASB	Thunderbirds Hockey Group Ticket Sale	Fall 2012	\$2000	Game was day before Thanksgiving. KR raised the most of all schools participating.	Eric Anderson