



CCC Marauders Athletic Booster Club (MABC)

Kickoff with Coaches

December 13, 2021



**CLEARWATER CENTRAL CATHOLIC
HIGH SCHOOL**
Where Possibility & Opportunity Meet



Introductions

- **Ron Hollis**
 - Father of Jackson Hollis, Freshman
 - Business leader/ Entrepreneur
 - Passionate about leveraging the resources our Lord has provided IN reaching OUR full potential
- **My Why** for being involved
 - Believe a school such as CCC should have a dynamic booster club
 - Believe that athletics should be a primary recruiting tool for CCC to get talented and smart students
 - Believe that CCC athletics should have all resources available for them to succeed
- **My Philosophy.....**I believe sports and life are 3 dimensional.....and coaches/leaders directly affect each of these for athletes
 - Physical Ability- Having the natural and developed ability to execute the role
 - Mental Ability- Having the knowledge and practice to execute the role
 - Attitudinal Ability- Having the ability (and awareness) to visualize and believe that you can execute the role

Coaching (and leadership) is using the available resources to grow each of these areas for every athlete (and team member).

Objectives

- Provide an update on the formation of the athletic booster club (MABC)
- Discuss important fundraising programs to fund the booster club
- Discuss how sports/coaches get access to these funds
- Answer questions
- Connect and build relationships

MABC Executive Summary



Our mission is to provide supplemental resources to the CCC athletics programs, so they can reach their full potential.

Our Purpose (Why-How-What)

Our Why (what is our purpose)

To provide supplemental financial support to the athletic programs of the school.

Our How (how do we pursue our purpose)

We achieve our purpose by developing and executing strong plans that support fundraising and allocating these funds to the sports programs in a timely manner. We leverage the emotional energy of our community (parents, coaches, alumni, businesses) to help our student-athletes thrive.

Our What (what is success)

We are successful in our purpose when the athletic programs have all the resources they need to compete for championships while the system of operation for the club is formalized to ensure continuity for years to come.

2021-2022 Priorities

- **Generate Revenue (inflows of dollars)**

Why: Revenue is required to generate the financial ability to invest in athletic programs

- **Drive an effective budget for athletic programs**

Why: We must develop processes to effectively deploy resources for them to have an affect and to demonstrate to our stakeholders that we can execute

- **Expand and protect the CCC brand**

Why: The brand of CCC is critical for future success and the athletics of the school must be a steward of the brand on campus and away.

- **Build a community for CCC athletics (students, parents, coaches, alumni, and businesses)**

Why: The booster club exists to serve the stakeholders in supporting the athletic programs of CCC.

- **Build a sustainable Athletic Booster Board**

Why: Sustainability is required to maintain positive momentum for future generations and to allow the athletics of CCC to reach and maintain their full potential

Our Operating Model (how to serve our customers)

The MABC is here to serve our “customers”, which include coaches, parents, students, alumni, and local businesses.

- **Coaches**
 - Provide resources to the coaches' programs so they can focus on developing talent and competing for championships
- **Current Student Parents**
 - Provide opportunities for the parents to invest their time and dollars to support their child's athletic interests
- **Student Athletes**
 - Provide the best resources to their programs so they can focus on reaching their full potential
- **Alumni**
 - Provide opportunities for the alumni to be actively involved in the school with their time and dollars
- **Local Businesses**
 - Provide opportunities for local businesses to access the CCC market to grow their brand and acquire new customers for their business

Leadership

The Leadership team is comprised of 5 parents, 2 coaches' representatives, and the AD.

Current Leadership Team:

- John Thomas (Parent)
- Melodi Vann (Parent)
- Tim Redmond (Parent)
- Ron Hollis (Parent)
- *Open (Parent)*
- Chris Harvey (Coaches' Rep)
- Wendy Hensley (Coaches' Rep)
- John Gerdes (CCC AD)

▪ **Current Finance Committee:**

- John Thomas (Parent)
- Melodi Vann (Parent)
- Ron Hollis (Parent)
- Chris Harvey (Coaches' Rep)
- John Gerdes (CCC AD)

WIIFM

- **What's in it for the COACHES**

- Get funds for the resources to subsidize the current CCC athletic investments
- Parent support as a partner for your programs
- Increased efficiencies getting access to the resources

- **What's in it for CCC**

- CCC Athletics should be a primary recruiting channel for quality students

Smarts students like being winners...

**By building winning sports programs, we expand the power of the CCC brand
and attract high quality students AND student-athletes.**

Marauders Athletics Sponsorship Program (MASP)

**The MASP is the most POWERFUL program
we have for raising funds**

History

- Started in 2021 by Coach Harvey and John Thomas (and others)
- Football raised over \$45K this year from this program alone

Description: The Marauder Athletic Sponsorship Program (MASP) provides a flexible program for donors to directly influence the sport of their choice by buying packages that contain usable perks for the investment.

Why: Provide a vehicle for donors to directly influence a sport by giving coaches resources for their teams that are not part of the general athletic budget

Major Goals:

- Formalize the program for all sports by 12/31/21
- Meet with coaches to explain MABC & MASP and how they can be used for their sports by 12/13/21
- Have at least 1 liaison per sport (or coach's commitment to participate) to represent the coach and their wish list
- Develop fundraising targets for each sport based on their respective wish list by xx/xx/xx
- Each sport will generate \$XXX Total Cash by xx/xx/xx (goal determined from coach's wish list)

MASP Actions

- Kickoff with coaches meeting to communicate MABC and MASP
- Coaches identify their liaisons to the MABC or be willing to invest their time
- Coaches develop their “wish list” for resources

Volleyball Wishlist

Purpose Define the resources the sport program could use to build a championship caliber team

Coach Hensley

Liaison Lannon

Resource		Wish or Need	Cost (estimate)	Desire Date	Source
Indoor	Big wooden boxes on wheels - best ones are built - we need at least 2	need	\$50-150 each	6/1/2022	
	Net with CCC logo at the top	wish	\$ 600	8/1/2022	
	Blocking pads - we need 3	need	\$50 each	6/1/2022	
	Mop to clean floors before practice	need	\$ 50	6/1/2022	

- Determine funding targets from the wish list

MASP Actions

- Build and review MASP packages
 - Base booster club package (Season Pass Holder)
 - Sport-focused sub-packages
- Create marketing material for the packages
- Coaches and liaisons promote the packages to parents and community
 - Leverage the liaisons to connect to higher donor value families
 - Once a few key packages are sold, then can use to promote to others
- Funds are allocated over the year to the programs based on the wish list and representation to the Finance Committee

Successes:

Football:

- Training sled
- Travel packs for the players and coaches
- Banquet

Baseball:

- Batting Cage Nets

MASP Process Overview

- Each sport identifies key perks that would be interesting to their parent prospects (Coaches)
- Design sports-focused membership program packages for each sport (above the baseline package) (Coaches/MABC)
- Coaches, liaisons, and parents sponsor and sell the packages (Coaches/Liaisons)
- Have a *transparent* Inflow/Outflow Financial system per Program for the sport and board so coaches know their budgets (MABC)
- Coaches create their need/want list (wish list) for resources that are NOT part of the general budget or is something the school struggles to invest in (Coaches)
- Use the cost of the wish list as a revenue target for the programs (MABC)
- Liaisons or coaches represent the wish list with prioritization of the items to the Finance Committee of the MABC (Coaches/MABC)
- MABC Finance Committee allocates dollars from the MABC budget to acquire the items on each coach's list throughout the year. (MABC)
- CCC athletics administration manages the procurement process with the school (AD)
- Tell EVERYONE how you have the best resources of any high school program in the region (Everyone)

Other Programs

- Concessions
- Parking sales
- Merchandising
- Major Fundraiser Program

Resources

- We have the
 - MABC Strategic Operating Plan
 - MASP Program Plan
 - CCC Coaches-Liaison-Wishlist Information.xls

www.ronhollis.com/marauders-athletic-booster-club/

Or email me at ron@ronhollis.com if you have issues

Keys to Success

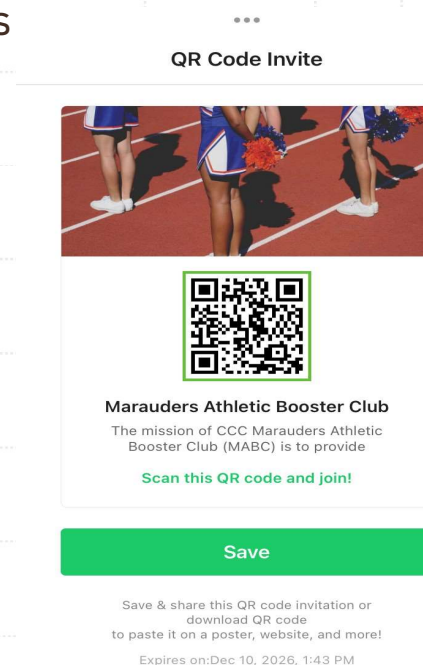
- Have active participation and interaction with the MABC from each sport by coaches or liaisons
- Clearly define resource targets for each sport to provide focus for fundraising
- Coaches and liaisons use their influence to help raise funds
- Coaches represent their wish list with the Finance Committee
- Have efficient allocation of the funds (and procurement) to purchase the resources requested by the coaches
- Communicate the success of the programs and resources to the community

Other

- What else do YOU think a strong athletic booster club should be doing?
- Besides talent and resources, what do you need to compete for championships?
- If you have parents that want to participate, leverage the liaison channel
 - We want to have primary and secondary liaisons
 - Freshmen or sophomore parents would be great for continuity in years to come, but any willing parent is welcome!

Summary

- MABC is here to help you succeed
 - All coaches' involvement is critical for your sport to be represented. Leverage the coaches' reps (Harvey/Hensley)...HAVE A VOICE!!!
 - Join the MABC Band Board (using the Band app) and invite stakeholders
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- Always email or call me with questions or concerns
 - ron@ronhollis.com
 - 678-800-9876



MASP FINANCIALS									
		Last Update: 11/16/21							
2021									
							Booster Gen		
Item	Cost	Football	Boys Soccer	Volleyball	Baseball	XCountry	(no team selected)	???	
Sponsorship Revenue	\$61,500.00	\$46,250.00	\$1,750.00	\$1,750.00	\$3,500.00	\$500.00	\$7,750.00	\$61,500.00	
Resources Procured-STARTUP									
Padded Seats	(\$4,320.00)	(\$2,790.00)	(\$90.00)	(\$90.00)	(\$180.00)	\$-	(\$1,170.00)	(\$4,320.00)	
Banners (4x8)	(\$2,016.00)	(\$1,440.00)	(\$96.00)	(\$96.00)	(\$96.00)	\$-	(\$672.00)	(\$2,400.00)	
Banner (3x6)	(\$840.00)	(\$720.00)	\$-	\$-	(\$60.00)	\$-	(\$180.00)	(\$960.00)	
Parking Cones/Signs	(\$238.00)	(\$154.00)	(\$12.00)	(\$12.00)	(\$24.00)	\$-	(\$36.00)	(\$238.00)	
Player Pack	(\$6,250.00)	(\$4,750.00)	(\$250.00)	(\$250.00)	(\$750.00)	(\$250.00)	\$-	(\$6,250.00)	
Total Expenses	\$13,664	\$9,854	\$448	\$448	\$1,110	\$250	\$2,058	\$14,168	
Revenue Remainder	\$47,836.00	\$36,396.00	\$1,302.00	\$1,302.00	\$2,390.00	\$250.00	\$5,692.00	\$47,332.00	
MABC General Fund (10%)	\$4,783.60	\$3,639.60	\$130.20	\$130.20	\$239.00	\$25.00	\$569.20	\$4,733.20	
Revenue available for Resources-2021									
	\$43,052.40	\$32,756.40	\$1,171.80	\$1,171.80	\$2,151.00	\$225.00	\$5,122.80	\$42,598.80	
							Booster Gen		
		Football	Boys Soccer	Volleyball	Baseball	XCountry	(no team selected)	???	
2021 INVESTMENTS		TOTAL							
Batting cage nets	\$4,500				\$4,500				
Sled	\$4,000	\$4,000							
Banquet	\$20,000	\$20,000							
Travel gear	\$6,750	\$6,750							
	\$0								
	\$0								
	\$0								
	\$0								
	\$0								
	\$0								
TOTALS	\$35,250	\$30,750	\$0	\$0	\$4,500	\$0	\$0	\$0	
Funds Available for Sport	\$7,802.40	\$2,006.40	\$1,171.80	\$1,171.80	(\$2,349.00)	\$225.00	\$5,122.80	\$42,598.80	
MABC General Fund	\$4,783.60								

Welch's Rules

Welch's Rules:

- Be candid with everyone
- Face reality as it is, not as it was, or as you wish it were
- Control your destiny, or someone else will
- Lead, don't manage
- Change before you have to
- If you don't have a competitive advantage, don't compete