

15 Most Common Booster Club Mistakes

Tips from the North American Booster Club Association

1. Senior parents running the booster club - Booster clubs can dramatically reduce the learning curve for volunteers by establishing the framework whereby the clubs officers are made up of junior or underclass parents. Allowing the senior parents to step aside at a time when their focus is most needed on supporting their son or daughter's next step into college, scholarships and senior party activities. This move will help to provide incoming club officers with mentors and existing support channels.

Tip #1: Develop a recruiting and awareness campaign that you can promote to the local middle and junior high schools. Contact the schools 8th grade parent group or the 8th grade advisor and ask if you can deliver flyers to the school so that

each 8th grader can take one home for their parents. The flyer should be an invitation to attend your next booster club activity or event. Letting them know your group welcomes them to the school will help increase your parent participation as well as your awareness and set the stage for allowing your senior parents to become mentors instead of distracted leaders.

Tip #2: Work with your school's administration towards establishing an active role during freshman orientation. Setup a club table and position yourself so that all parents can easily see you. Promote a drawing giveaway for a school shirt, hat or tickets with concession items to the next home football game in exchange for the freshman parent signing their name and providing

their contact number and/or email address where you can send them your next club newsletter and be sure to include 3 or 4 questions asking for their support.

2. Isolating a club - The majority of parents and school supporters rarely understand exactly "what" the booster club is. This is because it is common for a booster club to stay completely isolated and involve only parent supporters from their given activity or program. When a booster club realizes that the involvement from parents and supporters outside of their own group can and will provide enhanced help and support they can expand and provide a greater level of support to their activity or program.

Tip #1: By providing opportunities for other groups like the football boosters asking the cheerleaders and band to take an active part in events (spaghetti feed, tailgate parties, dances, etc.) that your group conducts, you will attract the involvement and support from parents outside your circle.

Tip #2: Hold open house type events where you invite past club officers, community supporters, alumni, administrators and parents to attend. An old fashioned barbeque put on for the entire school and paid by the booster club can gain a great deal of support. Seeking local vendors can offset the costs making this a fun and affordable event.