

3. Conducting consecutive and/or multiple fundraisers -

Fundraising has become a necessary evil and for many booster clubs, a means to insuring the continuation of the activity they support. A continual mistake made by many clubs is running one fundraiser after another or running multiple fundraisers at a time. This dramatically distracts from the need, the goal and the reason for fundraising. Picking the “right” fundraiser that meets the clubs needs and goals, then running a program no more than 3 weeks with a clear and defined reason for fundraising will increase the rewards and reduce volunteer burnout.

Tip: Doing many fundraisers does not mean raising more money. Doing a few fundraisers over the course of a year and doing them well produces better results. Keeping your program short (3 weeks max) will keep them motivated. Never do more than one fundraiser at a time. Keep the goal in front of everyone, space your fundraisers out so people have down time, this will keep them moving and from burning out as you move closer to your goal.

4. Lack of mission and vision

statement - A booster club without a mission or vision statement is kind of like a boat without a rudder. A common mistake for booster clubs is not taking the time to develop

a mission statement. Identifying why the club exists and what its mission is, plays a very important role in helping to attract volunteer support both from the school and the community alike. It also helps provide a club with a road map of what it is trying to achieve.

Tip: Make sure your mission or vision statement includes the following features: (a) it identifies who you are, (b) it defines your group’s objectives, and (c) it gives volunteers and supporters a clear understanding of why you exist.

5. A lack of an Executive Booster Club

- Establishing an executive booster club to help oversee each independent club like football, band and cheerleading will help to increase parent participation, control conflict, help to establish a stronger voice for gathering support and to provide a self serving system for resolving issues. In addition, the establishment of an executive club will help encourage all parents to become involved, regardless of whether or not their son or daughter are involved in a given activity or program.

Tip: If your school already has multiple booster clubs contact your schools administration and arrange for a time where you can meet to share the plan of developing a “main” or “executive” booster club to expand the parent involvement

at the school. Contact each president or leader of each club and ask them to meet with you and the other club leaders for the purpose of helping to position the booster clubs where all can benefit. Getting a school administrator to help promote the idea will expedite the building process.

6. Gaining tax exempt 501(c)3 status

- Estimates show that only 12% of booster clubs have taken the steps to register and become tax exempt organizations, thus giving them and their organization the ability to legally promote and to gain donor contributions with a tax benefit.

Tip: Although filing for 501(c)3 status is lengthy the benefit is worth the effort. Gain the support from a local attorney and account who will be willing to donate some time to assist your organization in filing the paperwork correctly and then helping to see that it remains current.

7. Accounting policies and procedures

- An overwhelming 90% of booster clubs recently polled responded that they had not formally established any accounting policies and procedures. In addition, 78% stated that they were unsure if they had filed or were required to file tax statements. Establishing an accounting system that will properly track receivables and payables as well