



Canton High School Athletics
Home of the Bulldogs

CHS – Athletic Booster Club

Varsity Coach Information



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Home of the Bulldogs

INDEX

Mission & History of Booster Club.....	page 1
Booster Contact Information.....	page 2
General Booster Fundraising.....	page 3
Use of General Booster Funds.....	page 4
Team Fund Raising Funds.....	page 5
Standing Booster Expenses – How to for Coaches.....	page 6
Team Parent Rep	page 7
Team Apparel	page 7

Appendices

- A. Booster Membership Form**
- B. MassPass Coupon Book Information**

MISSION STATEMENT:

- to unite the parents, students, faculty, alumni, and community in the common interest of supporting and encouraging participation in interscholastic sports programs, recognizing the integral role athletics play in the education and development of our students;
- to promote the mental, physical, emotional, and social benefits of interscholastic athletic competition at Canton High School (referred to as CHS for the remainder of this document);
- to instill a sense of school pride and school spirit in all of our athletes and the community at large
- to provide financial support to CHS athletic programs; and
- to recognize and reward student athletes for participation in our athletic programs.

HISTORY:

The CHS Athletic Booster Club is a non-profit, 501-c-3 organization, registered in the state of Massachusetts, and formed in 2007. As such, it is required that the organization file an Annual Report in November of each year with the state. The Club retains the services of an accountant for appropriate tax filings annually.

There are elected officer positions including: **President, Vice President, Treasurer and Secretary**. Officer positions are elected in the Spring of each year. The Booster Club web-site is available through the Canton High School Athletic Page at

<http://www.cantonma.org/chs/athletics/boosters/boosters.html>.

Informational tabs on the web-site include:

- Membership
- Duties of Officers
- Donations
- Meeting Dates/Minutes
- ByLaws
- Fundraising
- Accomplishments
- Officer Contacts I

Mailing Address

CHS Athletic Booster Club
P.O. Box 36
Canton, MA 02021

CHS Booster Advisor

Danny Erickson
781-821-5050 x 2111
ericksond@cantonma.org

Executive Board - Elected

President: Julie Malloy 781-821-4287

julie.malloy1@verizon.net

Vice President: Anne Murray 781-821-4971

murraya@cantonma.org

Vice-President Fundraising: Kathy Lennon 781-828-7552

katelnn@aol.com

Secretary: Marge Levy 781-575-0895

margelevy1@verizon.net

Treasurer: Pauline Vinciguerra 781-828-5500

pmv1@comcast.net

CHS Athletic Boosters Appointed Board Members

Membership Chair: Lisa Winchell 781-828-8354

the_winchells@verizon.net

Team Rep Coordinator: Dottie Connolly 781-575-0080

connolly02021@verizon.net

Coach Representative Dave Bohane

bohaned@cantonma.org

Members-at-large

Concessions: John Sheehan 781-821-2630

John.p.sheehan@rrd.com

Nancy Feeney 781-821-1153

Nefeeney1@yahoo.com

Betsy Klein 781-821-2875

dazostudio@comcast.net

GENERAL BOOSTER CLUB FUNDRAISING:

Annually, the **Booster Club** sponsors various school wide fund-raising activities. A brief *historical* list of these fundraising activities is noted below.

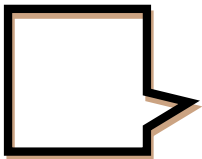
NOTE: Not every event is held every year.



It is important that coaches encourage athletes and their families to participate in these fundraisers when they occur during your season. Funds raised at these events support the GENERAL BOOSTER FUND.

- Annual Membership Drive – mailed in August-September (**see below)
- Walk the Dawg (Fall Team Walk)
- Sports Equipment Sale (early Spring)
- Trivia Night, Comedy Night
- Flat Screen TV Raffle (T-giving Day Game)
- Bruins Hockey Game
- Golf Tournament
- Alumni Flag Football Game
- Concession Stand

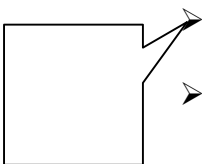
***** The Booster Club Membership Drive, held in August - September.** Our goal is to have **100% of the families of student athletes join the club.** For the past five years, we have averaged approximately \$20,000 revenue from the Membership Drive. Each High School family receives a mailing with the current year membership application asking them to join.



COACHES: Please see **Appendix A** - Membership Form and distribute to team at the start of your season. Strongly encourage families to join and let them know how we support your team.

CURRENT BOOSTER FUNDRAISING ACTIVITIES - 2012:

- **“Brick Sale”** - This is a great way for parents, grand-parents to pay tribute to high school graduates (especially athletes) and build a walkway at the turf field.



- **MASS PASS Coupon Books** – Features South Shore establishments. Cost is \$25/book, 50% of each sale goes towards **Team Fundraising.** **Appendix B.**
- **SCRIP GIFT CARDS** Gift cards for major area retailers, grocery stores and restaurants. Booster Club earns a portion of each gift card retail value, with no mark up on the cards.

HOW GENERAL BOOSTER CLUB FUNDS are USED:

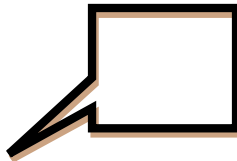
**ASK
US!!**

1. SUPPORT MAJOR INITIATIVES: Examples of these include:

- Bus lease at \$15,000 annually for the past 3 years
- Scott Herr Fitness Center – donation of flat-screen TV
- Financial support for a professional “trainer” in the Fitness Center
- Concession Stand Equipment
- HUDL software – taping and game analysis for all teams
- **CURRENTLY:** renovation of Press Box/Sound System at the turf.

2. PURCHASE TEAM EQUIPMENT: Do you need new equipment? Over the past 3-4 years, the Booster Club has provided **funding for equipment** for most teams. (Unfortunately, we cannot fund additional personnel i.e. ass't coaches). Examples include:

- Soccer goals
- Lacrosse goals
- Volleyball nets
- Softball pitching machine
- Field Hockey goals
- Football tackle dummies
- Swim team equipment
- Wrestling equipment
- Cheerleading supplies
- Coaches apparel



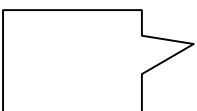
Send your request for equipment to Danny Erickson including item, expense and utilization/need – OR – attend Booster Meeting to request funding.

3. COVER STANDING EXPENSES: These include:

- \$250 to each team for end of the season banquet
- Recognition for Hockomock, Sectional and/or State Champion teams
- \$150 varsity coach for Professional Development
- Updates to the banners in gymnasium
- Motivational Speaker for Fall athlete and parent meeting.

4

TEAM FUNDRAISING ACCOUNTS:



TEAMS at CHS are encouraged to help support the Booster Club AND THEIR OWN TEAM ACCOUNT by doing their own fund-raising activity each season. The Booster Club can assist coaches needing ideas.

Past successful team fundraising events have included:

- Sports Clinics for younger school students
- Working sponsored sporting events as a team (Triathlons, 5k's, etc)
- Bulldog cards (Football)
- Bulldog magnets
- Car Washes
- Bake Sales at games
- Raffles at games

Revenues raised by the team are split 50:50 with the Booster Club. Each team has an account with their revenue which is tracked by the Treasurer.

Teams can use their portion of the money for whatever they wish – banquet, activities, buying team sweatshirts/cloth, recognition plaques etc.

Please let us know what team fund-raising activities you are planning and if we can assist you – we're more than happy to help!

TEAM FUNDRAISING TIPS and NOTES:

1. Get Team Parent Rep or Captain involved to coordinate activity with team
2. Please have any checks made payable to: CHS Booster Club
3. Do not hold onto checks and cash for long periods of time
4. Cash and checks may be delivered to Danny Erickson or Booster Treasurer
5. If you need assistance with up-front funding, please speak to Danny
6. The Booster Club maintains a separate account for your team and funds are carried over from year to year. Please e-mail Treasurer or Secretary for your team account balance.

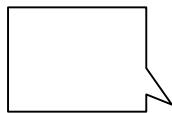
HOW TEAM FUNDRAISING FUNDS are USED:

1. Team activity expenses
2. Supplement Banquets
3. Purchase apparel
4. Recognition plaques/trophies

STANDING EXPENSES:

1. **BANQUETS** - The Booster Club provides \$250 for end of season team banquet

- Banquets should be coordinated between the **Team Parent Rep** and the **Coach**, to insure the team stays within the budget.
- Teams may choose to use this money to cover the cost of the hall, food, awards, etc. Additional expenses beyond the \$250 can be covered by the team's own fundraising account.
- Submit expense receipts *greater* than \$250 to Danny or Booster Treasurer
- Teams also have the option of charging a nominal fee to supplement the budget.
- **IDEAS:** Some larger teams have catered dinners at a hall and charge parents - while smaller teams may choose to go to a restaurant. Teams may also utilize this money to buy paper goods and pay an hourly rate for janitors at the high school and do a pot-luck in the café.



Coaches need to insure they coordinate their banquet ideas with the Team Reps to avoid over-spending the \$250 contribution.

2. RECOGNITION - The Booster Club provides financial support for team champs!

- Hockomock Champions: \$30/player subsidy
- Sectional Champions: \$45/player subsidy
- State Champions: \$60/player subsidy



These funds may be used to purchase additional apparel (vendor of your choice), purchase plaques/trophies, embroider existing cloth, have a special event, etc.

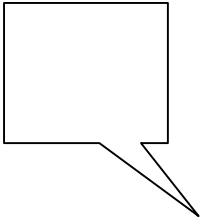
3. PROFESSIONAL DEVELOPMENT (Coaches) - On an annual basis, each coach (all levels) may be reimbursed up to \$150 for Professional Development including workshops, conferences, clinics, books, tapes etc.



Submit proof of expense and attendance to Danny Erickson.

TEAM PARENT REPS:

Each Team shall appoint a team representative, to serve as a liaison between the Coach, the Team and the Booster Board. Duties generally include:

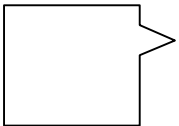


- Actively solicit and encourage other team parents to join the Booster Club
- Attend Booster Meetings or review minutes on web-site or via e-mail
- Communicate Booster activities to team coaches, players and their parents
- Maintain master e-mail of parents to assist with planning activities/banquets/ etc
- Coordinate, encourage or support all Team Fundraising activities
- Coordinate funding request for Team Banquet at the end of season
- Present any funding requests made by the Coaches to the AD and Booster Club

Team Rep Coordinator: Dottie Connolly, connolly02021@verizon.net. **If Coaches are in need of help in finding a team representative, please contact Dottie Connolly.**

CHS TEAM APPAREL 2011-2012:

In 2007, the Booster Club primarily engaged in getting CHS Apparel to athletes. We have experimented with several vendor options and distribution methods over the past few years. As this became more time consuming for our small Booster Club, we engaged the services of an on-line provider. Currently, we are using **CHAMPIONS CHOICE** as our vendor. The quality of the athletic apparel is excellent, BUT it does require that the coach meet with his captains and the vendor rep **PRIOR** to the start of the season. Identify products for your team web page, and work with the vendor to establish the time frame that the products will be available. Each team will be provided with an on-line ordering web-site at the start of the season.



PLEASE CONTACT LeAnn Harris at LeAnneH@chchne.com

COACHES APPAREL: Please speak to Danny Erickson re: CHS polo-shirts and/or coaches can order apparel off their own team web-site if desired.