

Welcome to the Robinson Athletics Booster Club Board!

So, you're thinking of signing up to join the Booster Club Board...but you're wondering what you'd be getting yourself into!

Here's a brief summary of how the Robinson Athletics Booster Club works.

Simply stated, the Robinson Athletics Booster Club mission is to support the athletics programs at Robinson High School. We work closely with the Activities Director and the AD staff to augment the school athletic budget and to ensure every team has the equipment and facilities they need to be successful.

The Booster Club Board is lead by four officers elected at the end of each school year to fill the officer roles in the upcoming year:

- President
- Vice President
- Secretary
- Treasurer

The Booster Club is organized into the following committees:

- Awards Ceremonies
- Concessions
- Facilities
- Membership
- Programs
- Social Media / Communications
- Spirit Wear
- Special Events
- Sponsorships
- Webmaster
- Volunteers

When you join the Booster Club Board, you:

- Are required to be a Booster Club member (i.e., you must purchase a membership card)
- Are asked to attend a monthly meeting. We make every attempt to keep these to a single hour in length but for full disclosure they have occasionally run to 1.5 hours.
- Are asked to sign up to support one primary committee
- Will occasionally be asked to help support the activities of other committees
- **Can always prioritize watching your kids compete over volunteering for any Booster Club event!**

The next few pages provide a little more detail about each committee.

AWARDS CEREMONIES

Description	Coordinate ceremonies to recognize our student athletes at the end of each season (3 times a year). Note: This event could grow in size/evolve over time. You can “make it your own”!	
Committee Roster	1 Chairperson 1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	0 hours	No activity
Fall Season	4-8 hrs	<p>At the end of the Fall season, coordinate with the AD to prepare for the Fall Awards Ceremony.</p> <ul style="list-style-type: none"> • Coordinate event décor (if in person) • Purchase Chik Fil A (or some other reward) for the teams that filled 100% of their volunteer spots at the Oasis (the Volunteers committee will let you know which teams successfully volunteered) • Coordinate raffle gift bags for the students in attendance (contact the Spirit Wear committee to see what they might be able to donate) • Coordinate with the AD staff to get the Booster Award winner plaques (and plaques for other team-specific awards?) • Post-event, coordinate with the Social Media / Communications team to publicize the Award Ceremony winners
Winter Season	4-8 hrs	Repeat the Fall season activities for the Winter season Awards Ceremony
Spring Season	4-8 hrs	Repeat the Fall season activities for the Spring season Awards Ceremony

CONCESSIONS

Description	<p>Coordinate the availability of products to sell and ensure our concessions smoothly!</p> <p>1-2 Concessions team members open the Oasis and 2 team members close for every athletic event.</p> <p>The detail below focuses on Team Member activity and does not specifically list the Chairperson activities.</p>	
Committee Roster	<p>1 Chairperson</p> <p>1-2 Buyers</p> <p>4-10 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i></p>	
Over the Summer	4 hrs (or less with more helpers!)	<p>Beginning of Summer</p> <ul style="list-style-type: none"> “Close” the outside Oasis. The Chairperson will coordinate this effort & there are documented instructions on what to do inside the Oasis. Note: This is an event that the entire Board will be asked to help with
Fall Season / Start of School	<p>Buyers: 4 hrs per week</p> <p>Committee Members: staff 3-6 events</p>	<p>Beginning of School Year</p> <ul style="list-style-type: none"> “Open” the outside Oasis. The Chairperson will coordinate this effort & there are documented instructions on what to do inside the Oasis. Note: This is an event that the entire Board will be asked to help with <p>Week to Week</p> <ul style="list-style-type: none"> Buyers: weekly effort to stock the Oasis with the inventory to be sold or used at the Oasis (this requires trips to CostCo, BJ’s, etc. and then drop off to the outside Oasis) Chairperson: coordinates pizza & Chik Fil A orders and plans the menu for each event Committee Team Members: Open, staff, and close the Oasis for each home athletic event. <i>Note: there are documented instructions on how to do this in the Oasis – and plenty of experienced Board members to mentor newbies</i>
Winter Season	<p>Buyers: <4 hrs per week</p> <p>Committee Members: staff 3-6 events</p>	<p>Beginning of Winter Season</p> <ul style="list-style-type: none"> “Close” the outside Oasis. The Chairperson will coordinate this effort & there are documented instructions on what to do inside the Oasis. “Open” the inside Oasis <p>Week to Week</p> <ul style="list-style-type: none"> Repeat the Fall season Week to Week activities for the Winter season at the Inside Oasis. Winter Oasis inventory does not go as fast as the Fall inventory, so the time estimate for Buyers is slightly less than in the Fall.

CONCESSIONS

Spring Season	Buyers: <4 hrs per week Committee Members: staff 3-6 events	<p>Beginning of Winter Season</p> <ul style="list-style-type: none">• “Close” the inside Oasis. The Chairperson will coordinate this effort & there are documented instructions on what to do inside the Oasis.• “Open” the outside Oasis <p>Week to Week</p> <ul style="list-style-type: none">• Repeat the Fall season activities for the Spring season at the Outside Oasis.• Spring Oasis inventory does not go as fast as the Fall inventory, so the time estimate for Buyers is slightly less than in the Fall.
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FACILITIES

Description	<p>Helps maintain various aspects of facilities on campus.</p> <p>Ideal committee members have “handy person” skills as work may require painting, light carpentry, etc. Team members are reimbursed for materials but volunteers their time.</p>	
Committee Roster	<p>1 Chairperson</p> <p>1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i></p>	
Over the Summer	4-8 hrs	Facility maintenance and repair work as needed and as identified by the AD staff and/or members of the Booster Board
Fall Season	4-8 hrs	Facility maintenance and repair work as needed and as identified by the AD staff and/or members of the Booster Board
Winter Season	4-8 hrs	Facility maintenance and repair work as needed and as identified by the AD staff and/or members of the Booster Board
Spring Season	4-8 hrs	Facility maintenance and repair work as needed and as identified by the AD staff and/or members of the Booster Board

MEMBERSHIP

Description	Works at the start of each season to sell Booster Memberships online and in person at specific school events (Ram Rally, Locker Day, etc.). Coordinates getting sports passes in the hands of athletic booster members (by mail or in person). Might contribute to a Booster newsletter with information about membership (e.g., when pro-rated rates are available in the Spring season)	
Committee Roster	1 Chairperson 2-3 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	8-16 hrs	<ul style="list-style-type: none"> • Work with designer to design the card • Set up website to sell the cards (this is pretty much done - it's just a restart for the new year) • Publicize the website through social media
Fall Season	8-16 hrs	<ul style="list-style-type: none"> • Staff the Ram Rally (previously called Locker Day), Meet the Coaches Night, and other school events to sell cards • Sort out best way to distribute cards • Staff the first (couple of) football game(s) to distribute cards • Answer ad hoc questions about membership and provide replacement cards when people lose them
Winter Season	4 hrs	<ul style="list-style-type: none"> • Publicize membership cards again to Winter sports parents • Attend Meet the Coaches night to sell cards • Sort out distribution / Mail cards to people who buy cards • Answer ad hoc questions about membership and provide replacement cards when people lose them
Spring Season	4 hrs	<ul style="list-style-type: none"> • Publicize membership cards again to Spring sports parents • Attend Meet the Coaches night to sell cards • Sort out distribution / Mail cards to people who buy cards • Answer ad hoc questions about membership and provide replacement cards when people lose them

PROGRAMS

Description	<p>Prepare game programs for each home football game. The program will include team rosters, team pictures, team schedule and win/loss record, and sponsor advertisements.</p> <p>Prepare a single Winter Sports and a single Spring Sports program. The program will include team rosters, team pictures, team schedules, and sponsor advertisements.</p> <p>Coordinate Program sales (through cheerleaders, social media committee, at Rambilee events).</p>	
Committee Roster	<p>1 Chairperson</p> <p>1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i></p>	
Over the Summer	2 hours	Prep a program template to make the Fall season a little easier!
Fall Season	24-32 hrs	<p>Prep of (estimated) 6-8 football programs for home games.</p> <ul style="list-style-type: none"> • Coordinate with photographer to get football team and individual pictures. • Coordinate with Sponsorships committee to get advertisements from the sponsors. • Design program layout and cover. • Coordinate to have program printed and picked up. • Coordinate with Cheerleaders to sell the programs during the Varsity games.
Winter Season	8-16 hrs	<p>Prep Winter Sports program.</p> <ul style="list-style-type: none"> • Coordinate with photographers and the AD staff to get Varsity rosters, schedules, and pictures for each team. • Coordinate with Sponsorships committee to get advertisements from the sponsors. • Design program layout and cover. • Coordinate to have program printed and picked up. • Sort method to sell the programs (e.g., at Winter Rambilee, at Varsity games)
Spring Season	8-16 hrs	<p>Prep Spring Sports program.</p> <ul style="list-style-type: none"> • Coordinate with photographers and the AD staff to get Varsity rosters, schedules, and pictures for each team. • Coordinate with Sponsorships committee to get advertisements from the sponsors. • Design program layout and cover. • Coordinate to have program printed and picked up. • Sort method to sell the programs (e.g., at Spring Rambilee, at Varsity games)

SOCIAL MEDIA / COMMUNICATIONS

Description	<p>Using social media, helps to keep the Robinson community informed of team efforts, fundraising, and highlights from alumni and current athletes.</p> <p>Ideal committee members should be familiar with graphic design (Canva or similar) and social media outlet use (Facebook, Twitter, Instagram, etc.).</p>	
Committee Roster	<p>1 Chairperson</p> <p>1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i></p>	
Over the Summer	4-8 hrs	<p>Recognition of holidays. Information about summer camps and other activities.</p> <p>Promotion of dates/locations of fall sports tryouts (begin early August)</p>
Fall Season	<p>24-48 hrs</p> <p>(2-4 hrs / week)</p>	<p>Share Robinson Athletics news with the Robinson community (includes announcing upcoming game schedules, players who earn district/region/state recognition, updates about “next-level” Rams playing in college, etc.)</p> <p>Will often be asked by other committees to help publicize their efforts (e.g., Membership, Special Events, Award Ceremonies, etc.)</p>
Winter Season	<p>24-48 hrs</p> <p>(2-4 hrs / week)</p>	Repeat Fall activities for the Winter season
Spring Season	<p>24-48 hrs</p> <p>(2-4 hrs / week)</p>	Repeat Fall activities for the Spring season

SPIRIT WEAR

Description	Coordinate with Burke Sporting Goods on annual purchase of spirit wear and manning/helping with sales at various events	
Committee Roster	1 Chairperson 1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	8-12 hrs	Meet with the Burke Sporting Goods representative to plan and purchase spirit wear for upcoming school year.
Fall Season / Start of School	24-40 hrs	Sell spirit wear at school events (e.g., Ram Rally, Meet the Coaches, and football games).
Winter Season	4 hrs	Sell spirit wear at Meet the Coaches and Ram Rally events. Respond to spirit wear inquiries and ad hoc sales (could include a push to sell spirit wear as holiday gifts)
Spring Season	4 hrs	Sell spirit wear at Meet the Coaches and Ram Rally events. Respond to spirit wear inquiries and ad hoc sales

SPECIAL EVENTS

Description	Plan and host fund-raising events. E.g., a golf tournament each year, hall of fame induction ceremony, and tournaments for lacrosse, basketball, and baseball.	
Committee Roster	1 Chairperson 2-3 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	0 hrs	No activity
Fall Season	16-32 hrs	<p>Plan and host at least one fundraising event (e.g., in the past this has been the Booster Club Golf Tournament and the Fairfax Fall Brawl lacrosse tournament).</p> <ul style="list-style-type: none"> • Coordinate with the hosting venue if not being held at Robinson. • Coordinate with the Sponsorship committee to find sponsors to cover the expense of the event. • Coordinate with the Social Media committee to publicize the event (pre- and post-event).
Winter Season	16-32 hrs	<p>Plan and host at least one fundraising event (e.g., in 2022 this was the WCAC basketball tournament).</p> <ul style="list-style-type: none"> • Coordinate with the hosting venue if not being held at Robinson. • Coordinate with the Sponsorship committee to find sponsors to cover the expense of the event. • Coordinate with the Social Media committee to publicize the event (pre- and post-event).
Spring Season	16-32 hrs	<p>Plan and host at least one fundraising event.</p> <ul style="list-style-type: none"> • Coordinate with the hosting venue if not being held at Robinson. • Coordinate with the Sponsorship committee to find sponsors to cover the expense of the event. • Coordinate with the Social Media committee to publicize the event (pre- and post-event).

SPONSORSHIPS

Description	Solicit corporate sponsors for the Robinson Athletics Booster Club and ensure that their investment is acknowledged and publicized.	
Committee Roster	1 Chairperson 1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	8-12 hrs	<p>Prep marketing collateral to solicit sponsors.</p> <p>Towards end of summer:</p> <ul style="list-style-type: none"> • Begin to reach out to previous year sponsors to lock in renewals for the upcoming year. • Reach out to potential new sponsors.
Fall Season	4-8 hrs	<ul style="list-style-type: none"> • Continue to solicit new sponsors • Coordinate sponsor recognition, e.g., <ul style="list-style-type: none"> ○ Order signs to hang on football fence and then hang the signs ○ Schedule Sponsor recognition event at a football halftime ○ Coordinate with Webmaster committee to post online sponsor advertisements) ○ Assuming the Daktronics purchase and installation timing aligns, solicit video advertisements from Sponsors to be played on the new scoreboard!
Winter Season	1-2 hrs	<ul style="list-style-type: none"> • Continue to solicit new sponsors • Ensure sponsors are recognized appropriately at the Winter athletic events.
Spring Season	1-2 hrs	<ul style="list-style-type: none"> • Continue to solicit new sponsors • Ensure sponsors are recognized appropriately at the Spring athletic events.

VOLUNTEERS

Description	Coordinate volunteer coverage for Booster Club events (e.g., to staff the Oasis).	
Committee Roster	1 Chairperson 1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	0 hrs	No activity.
Fall Season	8-16 hrs	<ul style="list-style-type: none"> • Define number of volunteers needed for each athletic event and set up the Sign Up Genius to staff the events. Typically, there is a Sign Up Genius for Board Member event coverage and a separate Sign Up Genius for non-Board Member volunteers. • Work with the team Booster Liaison from every team to communicate the volunteer requirements. • Track Sign Up Genius week to week to ensure we have sufficient coverage and send follow up requests for help when coverage is needed.
Winter Season	8-16 hrs	Repeat Fall activities for the Winter season.
Spring Season	8-16 hrs	Repeat Fall activities for the Spring season.

WEBMASTER

Description	Maintain and update content on our shared website with the Athletics department. Ideal Committee members will have basic HTML/web site management skills.	
Committee Roster	1 Chairperson 1-2 Committee Members <i>(with the intent that one member would step into the Chairperson role once the Chairperson graduates out)</i>	
Over the Summer	16-24 hrs	Update the Rams Athletics website with information for the upcoming school year – including how to purchase Membership cards. Note: There is a little extra time included in the estimate for summer of 2022 as we'd like to re-invigorate the Booster portion of the website!
Fall Season	2-4 hrs	Update the Rams Athletics website with information related to the Fall season
Winter Season	2-4 hrs	Update the Rams Athletics website with information related to the Winter season.
Spring Season	2-4 hrs	Update the Rams Athletics website with information related to the Spring season.