Increasing Volunteer - Parent Support

Session 5
Which group of Boosters will most likely provide the greatest benefit?
Increasing Volunteer – Parent Support!

Basic Training

Booster Scenario #1

Booster Scenario #2
Increasing Volunteer – Parent Support!

Basic Training

Booster Scenario Example #1

Typical High School

Represented 86% of School Booster Clubs

Football Booster Club

Marching Band Booster Club

Cheer/Spirit Booster Club

Basketball Booster Club

Wrestling Booster Club

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Booster Scenario Example #1

5 independent Booster Clubs

Each Booster Club

1. Has its own corporate structure
2. Has its own officers (president, secretary, treasurer)
3. Exclusively supports 1 specific program (football, cheerleading)
4. Rarely communicates or supports other programs
5. Commonly overlaps fundraising efforts
6. Has on average 3 to 5 active members
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Booster Scenario Example #2

Executive/All School Booster Club

Football Boosters
Baseball Boosters
Basketball Boosters
Marching Band Boosters
Cheer/Spirit Boosters
Swim Boosters
Swimming Boosters
Cross Country Boosters
Soccer Boosters
Soccer Boosters
Volleyball Boosters
Volleyball Boosters
Softball Boosters
Softball Boosters
Booster Scenario Example #2

Executive (All School) Booster Club

Each Booster Club

1. Unified under one corporate structure
2. Has one set of officers (president, secretary, treasurer)
   a. Each sub-group can still have its own leadership representatives
3. Structure unites and supports all extracurricular programs
4. Easier control, management and oversight
5. Reduced corporate/compliance overhead (insurance, taxes)
6. Natural conduit for all parents (not just those in specific programs)
7. Controls fundraising duplication/overlapping
8. Minimizes confusion with business supporters and parents
Merging Clubs

• #1 Recognize that there are many scenarios that will dictate:
  • How fast the merge happens
  • Which groups will merge
  • How leadership will be established.
• #2 Recognize that change may be viewed as a negative
• #3 Think and Act like a Farmer!
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Basic Training

Why do people volunteer their time?

• Passion for the group/program
• Like the people involved
• Feel a commitment or calling
• Want to make a difference
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Basic Training

Why do people stay involved?

• #1 Having fun
• Feeling of worth, value or importance
• Feeling rewarded and appreciated
• Feeling of responsibility
Top 2 Reasons why parents don’t get involved?

- No time
- No experience (don’t know what to do)
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Basic Training

#1 Overcoming Objections

• No time
  • National survey says average person volunteers 52 hours per year with organizations they have a connection.
  • Ask for less, give options
  • Incorporate volunteer options into membership forms
#2 Overcoming Objections

- No Experience
  - Put new volunteers with more seasoned volunteers
  - Don’t pile on the responsibilities

Don’t……..

- Ask Senior parents to take leadership roles
Questions & Answers