

ELTC
BOOSTER MEETING
2/6/17

The following is a meeting synopsis of the February 6, 2017 ELTC Booster Club meeting. If there are additions or changes needed, please contact Jo Haugen at haugenjo@yahoo.com.

Board and Committee Members Present:

Coach Sherwin, Natalie Pueschner, Bret Lewison, Jo Haugen, Ron Reimann, Michael Novack, Dawna Novack, Patty Sherwin, Sarah Trachet, Jennifer Hoel, Bev DeWitte, Anne Barnes, Joy Kamano, Michael Stewart, Larry Torbenson, Chris Miller, Shane Ferguson, Eric Vandeberg, Andrea Theis

Call to order @ 7:03pm

January meeting minutes were approved and uploaded to the Web site.

Snap Fundraising

Presentation highlights – Brock, Snap representative

- The purpose of Snap fundraising is to make the fundraising process easier for players, coaches and even donators.
- The average Snap donation is \$65.
- The Snap rep sets up 3 meetings. The first is a 10-minute call with the coach to set a game plan. The second is with the coach and the entire team. A video is made of the team and put on the site. Each player gets a handle and sets a password. They are instructed to go home and procure 20 quality emails from their parents and to input the emails into the site. A quality email is from people we know directly. The third meeting is for accountability. Coaches are able to track each player's progress on the site. Groups of grades/positions can be created so that other coaches can manage the players they deal with most.
- Snap can also use Facebook, Twitter and text messages, if we'd like. Friends may share the information to get the word out further.
- EVHS girls' basketball had 38 kids on the team and raised over \$10K without using Facebook, Twitter or text messaging.
- The campaign runs 28 days and then closes. Immediately after, the rep hand-delivers a check.
- There are no start-up costs and no costs to cancel.
- Anytime a donation is being made, the donator must choose a player from the drop down list to credit for the donation. They also get an immediate tax receipt via email.
- Snap contends that their research shows that people do not want to buy things to support a team. Plus, purchasing items puts a cap on the amount given. People just want to help. Furthermore, those who cannot/do not wish to donate do not have to say no to a child's face, but they can still help by sharing the information.
- Donators may choose to receive email updates regarding the campaign's progress. Sometimes, that generates a second donation.
- A target goal is purposely set low so it's attainable. Once the goal is reached, the site automatically raises the goal so that donators never feel their donation is not needed. The site also shows what donations of certain amounts can buy for a team.
- Incentives for the players are set in tiers. All players who input 20 qualified emails will receive a small prize. The site tracks when the emails are opened. If emails from a player are not being opened, coaches will be able to see that so that they can follow up with the player. Further prizes are based on how many people donate, not how much in donations each player brings in. There is a top-earner prize for the highest amount raised over \$1000. That player wins a backpack and Beats headphones. All prizes from Nike and Eastbay and have EVHS logo embroidered on them.

- Teams that wish to participate in the incentives portion of the program pay 4%. However, the incentives have shown to increase donations by 24%.
- We keep 70% of what we raise. However, if we get 70% participation from the players, we keep 77% of what we raise. To determine participation percentage, a player is counted as a participator if just one email produces a donation of \$10 or more.
- All information from the campaign is deleted after the campaign is over. No email addresses are collected or sold to outside parties.
- As far as area saturation is concerned, only Rosemount High School is participating so far. They have 12 teams in the program.

Discussion after the presentation

- There was some concern voiced that parents would be irritated by an additional fundraiser. If we look at our expenses, it comes to approximately \$500 per player to run the program. We need to convey this better to the parents so that they can see our fundraising challenges.
- Since we have approximately 50 players who don't participate in fundraising, the Snap program might pull some of those players in to do their part. The tracking allows for coaches to approach players who don't follow through.
- Finally, for the little amount of work that goes into this fundraiser, the potential for returns is very high.

A motion to participate in the Snap fundraiser this year was made. The motion was seconded and carried.

A tentative plan was set to:

- introduce the fundraiser at the April parent meeting
- start the campaign on the second day of practice
- to wait to see how the fundraiser goes before we determine which, if any, of the other fundraisers will be eliminated.

Social Media – Jo Haugen, Ron Reimann and Joy Kamano

Our Facebook page is up and running and getting plenty of traffic. Over 600 people saw our post about National Signing Day. Suggestions offered for Facebook postings:

- Highlight our community service work
- Thank companies that donated food over the last year – Jo will get a list from Sarah and create post(s)
- Post the article from the Star Tribune about Alex Lindstom and Mike Delich being successful multi-sport athletes – Jo will do
- Joy Kamano plans to upload a selection of photos from the past 4 years to generate interest during the off season.

We are emailing the current 8th graders and have already gotten 22 of them to register with NGIN. We will continue to email those who are not registered so that they will stay informed and, hopefully, join NGIN soon. Most importantly, we need go get them to come to the Parent Meeting.

Financial Update – Natalie Pueschner

- Natalie provided a handout at the meeting.
- All bills are paid.
- We will have a negative balance after the stipends are paid, but we will be able to dip into our surplus to cover it.
- A small group will soon be setting the budget for next year. We will have to take into consideration the smaller senior class, likely fewer sales in concessions due to next year's schedule and that approximately 50 players do not participate in fundraisers at all.

Committee Openings

- Spirit Wear is in need of immediate help. Patty Sherwin has offered to step in momentarily until we find a co-chair for Bev.
- PAK Party needs 2 additional people, not one. One would preferably be an incoming 9th grade parent.
- Equipment Resource Donation Collection needs a chairperson.
- As of now, we also have the following positions open: Chairperson(s) for Women's Social, Co-chair for flower sales, Co-chairs for Football Banquet, Co-chair for Pancake Breakfast, Chairperson for Lightning Blitz Card Night
- The list of open positions is being finalized. Those who have not already provided a job description or details of the committee needs must email Jo by the end of this week. Jo will then provide Mark with a final list of needs.

Board Openings

- We will vote on new board members at the March meeting.
- Bret Lewison has been nominated for the President position. Ron Reimann has been nominated for the VP position. There is also an open 9th grade liaison position.
- Anyone who wishes to throw their hat in for any of these positions, please contact Mark Morken.

Tackle Cancer Game

As there will be no Battle for the Apple game this year, Patty Sherwin and Coach Sherwin would like to see if a game can be organized to fundraise for cancer research again this year. Could it be more player driven rather than parent this year?

Coach Vandenberg comments

- This year has our best winter weight room yet.
- Open gym times have been successful as well. Coach Wagner texts players when there are open times in the gym. Coaches cannot interact with the players, but the players run some routes and organize a game on their own. Next open gym times: 2/9 @ 7-8pm, 2/16 @ 7-8pm and 2/22 @ 8:30-9:30pm.

Coach Sherwin comments

- Shane Ferguson is our new EVAA liaison.
- Coaches will attend Glacier Clinic this weekend.
- Coach Fleck has invited our coaching staff to come to the U of M to meet him.
- Coaches are planning for summer camps. The high school camp will run July 10-14, and the youth camp will run July 17-20. Since we don't play AV this year, coaches may organize some 7 on 7 practices with AV.
- The parent night meeting is set for April 9th, but the time is still TBD depending upon when Bravo rehearsals can end.
- Coaches are planning to go to the 3 middle schools this Spring to recruit for next year. Jo needs to send Coach Sherwin the following info for those meetings and for the Parent Meeting packet:
 - info on the Facebook page
 - how to register on NGIN
 - how to use DIBS
- The proposal to change next year's schedule is out there, but the league has not responded thus far. The schedule as it stands for now:
 - Aug 31st @ Eden Prairie
 - Sept 8th @ Burnsville
 - Sept 15th vs Shakopee
 - Sept 22nd vs Edina
 - Sept 29th @ Rosemount
 - Oct 6th vs Wayzata
 - Oct 13th @ Farmington
 - Sometime over MEA, we will play Prior Lake

Parent Meeting

- Volunteer tables: rather than having handwritten volunteer sign ups on the tables, we should have the DIBS items already set up so that prospective volunteers can be directed to go online to sign up.
- NGIN help: we will need tables with laptops and a volunteer to help people register.

Upcoming board meetings:

March 6

Parent meeting – April 9

May 1

June 5

Meeting adjourned @ 8:28pm