Building Strong Relationships
Alumni, School Officials & Business Supporters

Session 6
Building Strong
Relationships - Alumni, School Officials & Business Supporters

School – District Officials

- Let them know you care
- Send monthly “thank you” emails
- Send monthly “progress” emails
- Send birthday cards
- Be a part of staff and teacher appreciation day
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Proper Planning!

• Meet with your school officials at the start of the year
• The meeting is scheduled – Now What?
• Find out what is important and how your booster club can help and support your school
• Let them know your booster club will be compliant and outstanding
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Actions!
• Well Organized
• Conducting business in accordance with standard practices
• An asset for the school and the extracurricular program you support

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Teamwork – the Coach & You

- Trust
- Support not criticism
- Understanding the booster club role
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Teamwork – Alumni & Businesses

- Are you consistently communicating?
- Include them in your monthly communications just like your parent members?
- Invite them to attend booster events?
- Are you sending them birthday emails - cards?
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Alumni #1 & Alumni #2

- Past students (athletes, band members)
- Past parent supporters (boosters)
- Both alumni for our booster club
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Summary

• Stand out from the other booster clubs
• Meet with your school officials
• Actions speak louder than words
• Support don’t criticize
• Understand the booster club role
• Communication with your alumni and business supporters
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Questions & Answers