

Sent September 3, 2018

Updates & Info for HABC Boosters

Hello Parents and Boosters:

You are receiving this email because you are a current 2018-2018 Hays Athletic Booster Club (HABC) member or former member. Below you will find an update on the tasks completed to-date and some additional information about HABC goals for this year. First though, I wanted to share a few things with all of you.

When I first became involved with HABC, I had no idea what the booster club did, how much time was involved, how many people were involved, or what the expectations were for this group. Here's what I've learned: supporting our student athletes, the coaches and teams is an incredibly rewarding and yet equally challenging endeavor. There are too few people involved, too much time required, and the expectations for what the boosters should provide are nearly unattainable. AND YET -- a small group of people have continued to provide these services, support the teams, and pour themselves out year over year over year... because they love their student athletes, because they want Hays HS to be represented well and respected in this incredibly competitive 6A district.

So what? This is where you come in. We need more help. We need parent volunteers to join the HABC team -- to be active participants -- and to encourage the parents around you to do the same. What does that mean? We need parents to help by volunteering. For example, right now we need people to assist with parking and Bleacher Creatures at the varsity home football games, we need people to help solicit sponsorships from local business, we need people to help staff concessions stands for Volleyball (and later Basketball, Softball, Baseball), we need people to help explore creative fund-raising options and long-term improvements for concessions, and so much more! One excellent way to assist is to alternate with other parents in your sport -- JV parents cover concessions when Varsity games are happening and vice versa, or volunteer to help in a sport that is NOT your child's sport. The coaches are doing such an amazing job of helping our kids understand that Hays Athletics is one big team and that they should all be supporting one another. Let's model that for them as well!

The key here is this: We do not want to burn anyone out on all of this -- if we all pitch in even if it's just once or twice a year, then there are plenty of people to help fill all of the needs. (And yes, I know we've all got other commitments and yes, I know this is coming on strong... but if we don't ask then you don't know where the needs are. So I'm asking!) If you are willing to help in any of these areas or want more information, please reply to this email. To sign-up for the immediate needs for parking & Creature wrangling click [HERE](#). Thank you for those of you who are already working so hard, and thank you all for helping to share this with the parents on your teams.

HABC Goals for 2018-2019:

- **Increase membership.** With approximately 700 student athletes across all sports, our goal is to have at least 300 HABC family and community members. That is less than 50% of the athletes, which is still incredibly low. But last year, there were only 89 paid HABC memberships. Please help us to change that number by inviting friends, family and community members to join, and by encouraging your fellow sports parents to join.
- **Improve inclusiveness.** One of the primary issues raised to the HABC leadership has been the perception that the boosters are only about football. This year, we want to make every possible effort to change that perception. A big way to do that is for more parents of more sports to join HABC, attend the meetings, and get involved.

- **Expand communications.** We hope to communicate more this year -- via emails like this, via our newly revamped website, via social media. But communication is a two-way street, we would love to hear from you! Comment on our posts, reply to this email, send feedback through your parent sports coordinators. (If you don't know who they are, please reply to me and I'll send you contact information.) Additionally, we'll be posting the minutes from each HABC meeting online.
- **Implement procedures.** All volunteer organizations struggle in this area. This year one of our goals is to prepare "standard operating procedures" for things like concession stands and Bleacher Creatures, and more. In doing so, we hope to make it easier for volunteers to step-in, fill a need and know what they're doing instead of feeling uncomfortable or confused because they're just expected to know how things happen. It's our hope that this will help us to do things even more consistently from year-to-year. This probably sounds pretty boring, but it's pretty important for an organization where leaders and volunteers change every year.

Booster Activity Update through September 3, 2018:

- **For the fall membership drive, we've reached 110 paid memberships as of today!** (This is up from 89 total members for all of last year.)
- We've sold 108 (out of 150) varsity season football parking passes to-date.
- The HABC website has been updated to include online membership forms with online payment options (link below).
- The Bleacher Creatures program has been refreshed with a new shirt design and a new online registration & payment option via the website. (105 Bleacher Creatures signed up -- so far -- to run at this Friday's first home game. We expect even more!)
- We've cleared out the booster "closet" in Bales -- including selling or donating over 20 large bins of old/dated merchandise.
- The new, online webstore is live (also via our website) and continuously improving. Have you seen the new "**Celebrate the H**" shirts? They're sharp!
- We cleaned up the Bales concession stand and we are working on streamlining the concessions menu and procedures to make things easier on everyone.
- We are working to be more active in posting events and updates from all sports on the HABC social media platforms -- Facebook, Instagram and Twitter are all active.
- We have signed two \$1000 sponsors (Texas Lehigh Cement and Crystal Clear Pools & Spa) and one \$500 sponsor (Bright Beginnings Schools).

Below are some helpful links:

- Main HABC Site: <https://haysathleticboosterclub.com/>
- Membership: <https://haysathleticboosterclub.com/membership>
- Webstore: <https://haysathleticboosterclub.com/merchandise-web-store>

Feel free to share all of this with the other parents. And help us spread our 2018-19 tagline: **Fill the stands, bring the spirit, support our Hays HS student athletes!**

Celebrate the H!

Jennifer Williams

HABC President 2018-2019