

2012 TBA Booster Training



Building a 21st Century Booster Club

A transformation from Good to GREAT!
Effective Fundraising
Volunteer Management
Building Successful Communication
Branding & Marketing
Exhibit Resources

The 21st Century Booster Club seminar will be presented by nationally recognized music educator David Vandewalker and will include:

- 8:00 a.m. Fundraisers 101: a transformation from Good to GREAT!**
- 10:00 a.m. Recruiting an Army of Volunteers**
- 11:30 a.m. Lunch on your own**
- 1:00 p.m. A Booster Club of 4: A Small School Roundtable**
- 2:00 p.m. Bylaws 2012: updating or just getting started**
- 2:45 p.m. Visiting the TBA Exhibit Hall**
- 4:00 p.m. Building Successful Communication via Data Management**
- 4:30 p.m. Branding and Marketing your Program and Events**

Additionally, optional customized Booster Concepts seminar manuals will be available to conference attendees for purchase (\$10).

Mr. Vandewalker will also include an informal question/answer session during the day. A lunch break will be provided—there are many restaurants close to the convention center.

In addition to the topics covered, there will be time built into your schedule to attend the TBA Exhibit Hall. Vendors from across the country display the latest products available for use with band programs. This includes music, instruments, tour companies, and the latest in fund raising opportunities. Gain new and exciting ideas for your band program by visiting over 500 booths in the TBA Exhibit Hall!

All band boosters are committed to supporting their students and directors. However, until now there has been little opportunity for professional training for the important job of Band Booster. TBA is filling this void! Take advantage of this opportunity and prepare to be the best band booster possible. Leave the seminar motivated and ready for a great school year!