BOOSTER CLUBS

How do I start a Booster Club?

All booster clubs must be approved by the Director of Athletics. To initiate the process prepare a written proposal addressing each of the points noted below. The completed proposal must be forwarded to the Athletic Director or Sr. Associate Athletic Director-External.

1. Define the purpose and goals for the Booster Club.
2. Define the membership target group. Generally this should be local fans or parents of current student athletes.
3. Designate the point person or individual who will organize and lead the group. This individual may not be a coach.
4. Outline the operational organization of the club to include responsibility for maintaining the membership file and records for the club.
5. Project the start-up and annual operating costs for the club. Expenses to project include postage, printing, phone, stationary and/or note cards.
6. Define the benefits and cost of the benefits to club members. For example, t-shirt, newsletters, socials?
7. Project the membership dues based on operating and membership costs.
8. Is there a fundraising component?
9. Outline plan of action to initiate and maintain the Club.

Booster Club Expenditures

Each Booster Club is responsible for all expenses of the club to include all operating costs. To avoid conflict with the athletic department annual campaign, proposed solicitations beyond the approved membership group must be approved in advance. Booster Club fund balances may be spent in support of a specific program based on strict adherence with the following procedures.

1. All Booster Club funds will be maintained in an account maintained by the Athletic Educational Foundation or Tribe Club. The booster club will deposit all dues and deposit or record all donations of cash, goods or services into the designated Tribe Club Booster Club account.
2. Booster Club support may be included as part of a team’s initial budget at the start of each year. When this is the case, the specific types of expenses (salary support, cell phones, equipment, travel, etc.) will be identified in advance and communicated to the president of the booster club. After written approval by the club president and the associate AD-internal, the funding and expense will be included in the team’s starting budget. All expenses will be processed through the business office in compliance with standard W&M Athletics policies and procedures (including the requirement for advance written approval).
3. A team may request additional booster club support during the year, by first getting written approval for the specific expense from the booster club president and the
associate AD-internal. Please make that request at least two weeks before needing to commit to the expense. If approved for funding, the request should be forwarded to the business office, which will provide advice about any necessary budget increases and how to best process the expense.

4. Team operating expenses to be funded by booster club revenue must be processed through the business office and should not be forwarded to the Tribe Club for any reason.