

Date: Dec 4, 2010

To: MVHS BLAX Players and Parents

From: Michael Efron  
BLAX Booster President

Re: Upcoming Season details, Form's, Budget, etc.

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Hello all!

As my father used to say "We are nearer than further...." in getting started with what should be an exciting 2010 Lacrosse Season....Please note that **Try-out weeks (2 weeks long) will be the week BEFORE Winter Break, and continuing the week immediately AFTER Winter Break.** Coach Ryan will be providing additional information on such. Get ready Boy's to show him your stuff. In speaking with Coach; He wishes to make this season INCREDIBLE, and wants to allow for as many HARD WORKING YOUNG MEN to play his favorite sport. **Come out, work hard, learn from him and his coaching staff and you will be rewarded with a GREAT EXPERIENCE!**

Thank you all for stopping by to pick up your Season Packets. Your packets include:

1. A Blue Players Packet (BPP) that needs to be filled out carefully, and returned to either Coach Renate's Room 320, or to Coach Ryan during the first week of Tryout Practices (more on tryouts to below).
  - a. Please note the **deadline to get in the BPP is Dec. 18<sup>th</sup>.**
  - b. Please note that there is information inside that iterates required Transportation Fees. Please read this section carefully, as you may qualify for a discount if the player has already made TF payment; there is also a MAXIMIUM family amount that needs to be paid for all MVHS kids and their siblings combined.
  - c. **Please note that this year we have been able to reduce the IMPORTANT Player Contribution amount to \$350.** This is a **REDUCTION of \$150** from the previous year. Please make your checks payable to MVHS Lacrosse, and return them with your BPP. More on how we are able to make this reduction happen later in the "Budget Notes".
2. A Code of Ethics Form – Please read and sign this form, and **return with the BPP.**
3. AD/BANNER SALES forms and details. This is an **IMPORTANT and REQUIRED** initiative has been modified from past years a bit to allow for more options for the PLAYERS to help raise money for our self funded program.
  - a. Hopefully you will find the improvements will make it easier for the kids to make their **\$250 MINIMUM SALES GOAL.**

- b. Take a look at the **Fan Page Option!** Now you can get 8-10 Family, Friends, Neighbors, Co-Workers etc. to help split the cost of the \$250 full page, at a minimal cost to each “Fan”.
  - c. **We are COMMITTING to circulation of 500 Programs this year.**  
This is an increase from the 150 or so that were circulated last year. Advertisers can be more confident that their expense will have a better potential of a return. Also: **each Lacrosse Family will get one FREE** to commemorate their player’s experience and to **learn more about our up-in-coming sport.**
  - d. This and other options we hope will make it easy to make your goal. **If and when each PLAYER does not sell their goal, we have no option than to have to ask parents to pony up more \$\$\$\$ to cover this necessary and required fundraising amount.** WE DO NOT WANT TO HAVE TO DO THAT! Kids – Start Hustling. This is your program!
  - e. **Lastly, if a player can sell \$750 worth of these products, there will be NO NEED FOR A PLAYER CONTRIBUTION amount** that need to come out of your own (parents) pockets. You can actually ‘fundraise’ your entire player obligation.
  - f. More on our Budget to follow..... (ok, a lot more,,)
4. Other Current Fundraising Initiatives – In addition to our AD/BANNER Sales Campaign, there are a number of flyers and informational leaflet’s included with your BPP’s on ways that you can help raise the NECESSARY FUNDS to make our program a reality. Please note the specific dates on each sheet of the specific event.
  5. Keep an eye-out for other ways we will be raising money to fund our program, and how you can HELP make this happen. The initiatives we have planned that may assist our budgetary needs, but not limited to:
    - a. **Our March BLAX Tournament** – LOTS of ways for us to make money – Food Sales, Entry Fees, Merchandise Sales, etc.
    - b. **Our TELEVISED Varsity Double Header at MVHS in April** – Food Sales, etc.
    - c. **Game Night Revenues** – we plan on having Tasty, Well Priced Meals available for your family while you are all watching some GREAT JV and VARSITY games...and we can make money from these WPM’s as well.
  6. Volunteering - We are continuing to look for volunteers to help us make all the season a SUCCESS, and one that will afford your family **a reduced cost program.** Please step up when asked to help us weary Boosters make all our initiatives a reality. We will be sending out requests for Volunteers shortly. In the meantime, PLEASE do not be bashful I reaching out in ways you think you can benefit our program. **No service is too large or too small to help us out!**
  7. Budget and Budget “Notes”: Please also find our Forecasted 2010 BLAX Budget. The Boosters have been **VERY SENSITIVE to the financial constraints** on pretty much all of our Lacrosse Families. This has been one of the hardest parts of our job as our program is **FULLY SELF FUNDED!** We get not one \$ from the district; in fact, we need to pay the district to have the

opportunity to have a program (see details of such in the budget). With this all being said, the only way we feel we can make our program financially **possible is to be as open as possible, with all the ins and outs, good news and bad news of our budget**, and hope you embrace the visibility as an ‘opportunity’ to **HELP US MAKE OUR FORECAST A REALITY!** A few Budget “Notes:

- a. **Bottom line, the program cost is estimated to be in excess of \$45,000** for both the JV and Varsity Programs. One way or another we need to bring in at least that amount to have a season. Our preference is to be able to fundraise it all, yet even with our increased FR initiatives, we still must ask for each family to augment our revenue by making their Contribution. The good news is, we are projecting that the **REDUCTION to \$350 per player** (from \$500 last year), will make our program viable.
  - b. **We must request that each Player makes their AD/Banner Sales Budget #, or we will have no option, but to respectfully ask for the \$250 anyway.** Again, as detailed above, we hope our improved product will not make this a necessity, and that we can make our boys earn their keep.
  - c. Other Fundraising Initiatives will **HOPEFULLY** make up the balance of the **NECESSARY** revenue.
  - d. The harsh reality: if revenue lags we are going to either have to really **REALLY KICK IN** on fundraising, or **reduce expenses further.** Again, to be blunt, we need the revenue to make the expenses possible. If not, we are going to have to make hard decisions to make further cuts.
  - e. We have already cut some proposed expenses, like **UNNECESSARY** Uniforms, Spirit Wear, Excess Travel, etc. For example, we are going to try to where possible, re-use most/all our Jersey’s from last year, and simply provide new shorts, socks, etc. We need to give Coach Ryan a bit of further input into our cost reduction plans, but from our recent discussions, he seems just as sensitive to the financial constraints on the program.
  - f. The numbers are a forecast, yet we feel that we have a good chance to make the season viable. **We NEED FUNDRAISING! We NEED YOUR CONTRIBUTIONS! WE NEED VOLUNTEERS to help reduce outsourcing of expensed items.**
  - g. **Please do what you can to make this season financially viable. You have the Boosters support to do everything possible to make it happen!**
  - h. **If you have any productive ideas of how to make the season even better, or more financially possible we welcome your productive comments....**
8. Also enclosed is a Boosters Roster, with contact information. Please feel free to reach out to any one of us to offer your support, and to ask any unanswered questions you may have.

Thank you all (I think ☺) for the opportunity to serve!