

## AMUNDSEN ATHLETICS FOUNDATION

### TEAM PARENT GUIDELINES

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Thank you for your interest in serving as a Team Parent. In general, your duties and responsibilities are to perform certain administrative and social tasks for the team which will allow the Coach to concentrate on coaching the players and team development. With the assistance of the Amundsen Athletics Foundation (AAF) you will work with the team coach, parents and Athletics Director (as needed).

This is a very important role because not only are you assisting the Coach but you are also providing essential information to the parents. You are the link between the Coach, players and families.

The following outline will serve as a guide in helping you become a successful team parent. You will also receive access to a Team Parent folder that contains samples, templates, forms and other resources available to you.

#### General Duties:

- Planning Meeting with Athletics Director, Coach and AAF Member
- Develop Contact Lists
- Prepare and Send Initial Parent Communication
- Launch Any Fundraisers with AAF and Third Parties
- Recruit Additional Parent Volunteers As Needed
- Provide Communication Updates & Monitor Activities Throughout Season



## Planning Meeting with Athletics Director, Coach and AAF Member

This meeting is essential and will be your first duty as Team Parent. AAF will coordinate the date, time and location of the meeting between all parties. Items to be discussed will include:

- General Overview
- Amundsen Requirements (registration; mandated fee)
- Developing Contact Lists (pre-season / rostered)
- Pre-Season Workouts, Dates & Locations
- Regular Season Practices / Games, Dates & Locations
- Supports
  - Fundraising / Purchasing (if needed, state goals)
  - Max Preps
  - Game Nutritional Supplements
  - Field / Court Set-ups
  - Gates
  - Transportation
- Specials
  - Team Meet & Greet
  - Senior Night
  - Post-Season Gathering
- Communications
  - Parents (Coach to review prior to send)
    - *Initial Send*
    - *Updates*
  - Coach
    - *Weekly Updates*
    - *As Needed*

## Develop Contact Lists

- Pre-Season Contact List: The Athletic Director and / or AAF member you are working with will provide a pre-season contact list. This list will include parents of returning players and potential players who have participated in sports camps or signed up for team specific information. You will use this list for initial communications until an actual roster is completed by the Coach.
- Regular Season Contact List: The Coach and / or Athletic Director will provide you with a team roster once tryouts / placements are completed. This list will include player names, player uniform numbers, player positions, parent names, parent emails and parent phone numbers. You may want to develop team information sheets or cards that have player names, numbers, positions and parent names and provide this to parents so they can root players on at games and say hello to fellow parents.



### Prepare and Send Initial Parent Communication

- Your initial communication to parents will set the tone for the season. This message will be one of the first notifications directly received by parents regarding their student athlete's participation in a specific sport. They will want to know what is going on from the start.
- This should be sent out as early as possible so parents can look into managing their time required for general student athlete participation and any volunteer roles they may be willing to take on. Early notifications will also help to prevent parents scrambling for supplies at the last minute.
- You should look at sample communications for a general idea of what to include in your initial notice and in what format.

### Launch Fundraiser with AAF and Third Parties

- Amundsen charges an \$80 mandated participation fee. This revenue alongside what the LSC provides in the school budget is inadequate to cover all costs associated with a successful program. To supplement this funding most teams will participate in fundraisers to provide additional funds for various team supports. This topic will be addressed in your initial planning meeting.
- AAF will assist you with establishing a fundraiser through one of our partner programs or through provision of materials that can be used as a basis to raise funds.
- You will serve as the liaison between AAF and any third party you are working with (e.g. Snap!Raise, Double Good, businesses).
- You will need to communicate the fundraiser and its goals to parents and update parents and coaches on the progress of the fundraiser.
- AAF will deposit funds into a dedicated team account and manage funds at the direction of the team.

### Recruit Additional Parent Volunteers As Needed

- Don't go it alone!! Many parents are eager to step forward and help but need guidance. Some will take on larger roles than others; you can break down tasks for those that will take on lesser roles.
- Succession planning is the key to stability. Always look for parents of younger student athletes to be involved. These folks are tomorrow's team parents so be sure to welcome them and also let them know this.
- Examples of volunteer tasks that can be assigned include game snack organizers, team meet and greet, fundraiser help, post season gathering, Max Preps data entry, ticket gate (if applicable), and senior night. Some of these, such as the latter three, can be performed by student volunteers – in this instance you would coordinate their assistance through the Coach and / or Athletic Director.
- Resources are available in the Team Parent folder that describe the different activities and what is required for successful outcomes. Sign-Up Genius is an excellent volunteer management tool.



## Provide Communication Updates & Monitor Activities Throughout Season

- Once you attend the initial planning meeting you will want to work on your own planning strategies for the season. Develop the initial letter and review with the Coach. Once you have the OK get this sent out to parents and begin to work off the responses.
- Feel free to do follow-ups on any of your sends but do not become overzealous. Be direct and to the point on follow-ups and remain tactful on these. If you send too many follow-ups parents may ignore these and potentially future sends.
- When sending new messages or updates be sure to state this clearly in your subject line.
- You should schedule a day once a week to meet and / or give the Coach updates on what you are working on. The Coach can give you updates as well; the Coach will also provide you with updates or requests at other times as they arise.
- Make sure you notify parents, the Coach, the Athletic Director and AAF on respective communications as they arise. The season moves quickly and things can change rapidly so communication should always be front and center.
- Put out your communications in emails and texts although limit text notices to brief messages. Some messages you may want to include on the Google Classroom page; these can be coordinated through the Coach.
- Use fliers and documents as needed, either in attachments or handouts.
- Many of our student athletes have Spanish speaking only parents. If you have access to a bona fide language translation resource you should include both an English and Spanish version of your communications. Be careful with basic translation tools as they are not 100% accurate and can miscommunicate important pieces of information.

