



Marching “100” Alumni Band Association

JACKSONVILLE CHAPTER OCTOBER MEETING

Communication

Increase Frequency

- Establish monthly newsletter
- Weekly updates to Facebook page (member accomplishments, volunteer opportunities, football schedule, FAMU happenings, etc.)
- Bimonthly conference calls
- Quarterly F2F meetings

Increase Our Reach

- Establish a call tree
- Text message short communications (meeting/event reminders, major FAMU events, etc.)

Participation

Increase Turnout at Events

- Enhance communication routines
- Build sense of community by finding out what would entice members to come
- Make participation more convenient
 - Utilize phone/computer for meetings
 - Meet in central Jacksonville for face to face meetings
- Offer greater variety of paraphernalia

Increase Community Involvement (example ideas)

- Weekly water at football games
- Quarterly volunteer events (road cleanup, sulzbacher center, Jags game, 5k team, etc.)
- Semi-Annual "Big Events"
 - Kickball
 - BBQ/Beach Day
- Band Camp/College Sponsorship
- Small combo band to play at senior centers

Operations

Professionalism

- All meetings/events start and end on time
- Events must have a dry run before they occur
- Image/branding must be consistent across all platforms (utilize constant contact, develop chapter logo, etc.)
- Consistent look (paraphernalia at public events)
- Printed materials to be handed out at events (where applicable)

Technology

- Develop technology strategy which covers communications, media relations, recruitment, and general brand image
- Develop and push chapter website and social media accounts
- Utilize Skype or other video conferencing for student auditions
- Leverage SMS text messages for instant communication

Homecoming 2016

Ticket & Alumni Band Packages

- Tailgate Ticket: \$10.00
 - Tailgate Ticket & Homecoming Kit: \$20.00 *
 - Homecoming Game Ticket Only: \$40.00 *
 - Tailgate Ticket, Homecoming Kit & Game Ticket: \$60.00 *
 - M-100 ABA Dues, Tailgate Ticket, Homecoming Kit & Game Ticket: \$160.00
 - M-100 ABA Dues, M-100 ABA Warm-Up, Tailgate Ticket, Homecoming Kit & Game Ticket: \$230.00
- * = Available for Financial Members Only

Volunteers

- We are looking forward to Homecoming. However, we are always in need of help. Please sign up today to volunteer.
- Become A Volunteer: <https://docs.google.com/.../1FAIpQLSeD1Gpl-K6FOmk3k.../viewform...>

Homecoming 2016 (continued)

National Sponsorship

- We are seeking sponsorships to benefit our membership and current FAMU Marching “100” students. Sponsorship will help to ensure the success of the 2016 Homecoming Festivities.
- Sponsorship levels: Silver (\$125.00), Gold (\$250.00), Platinum (\$375.00), Diamond (\$500.00), and Corporate (\$1000 and up).
- For More Information, visit:

<https://mlabai.wildapricot.org/homecoming>

Homecoming Schedule

Thursday, October 20, 2016

- 7:00 PM - 9:00 PM Preparation for Homecoming M-100 ABA

Friday, October 21, 2016

- 3:00 PM - 4:00 PM Setup for Registration
- 4:00 PM - 6:00 PM Homecoming Registration
- 6:00 PM - 7:00 PM Alumni Music Rehearsal
- TBA Marching 100 Music Rehearsal

Saturday, October 22, 2016

- 7:00 AM - Line-up for Homecoming Parade
- 8:00 AM - 10:00 AM 2016 FAMU Homecoming Parade
- 11:00 AM - 1:00 PM M-100 ABA Homecoming Tailgate
- 12:00 PM - 1:00 PM M-100 ABA Annual Meeting
- 1:30 PM M-100 ABA Commemorative Picture
- 1:45 PM Walk to Bragg
- 3:00 PM - 5:00 PM FAMU vs Hampton Football Game
- **Subject to change

Volunteers

Point Team

- Organizing activities
- Event scheduling/planning
- Phone calls
- "Behind the scenes" activities

Drive Team

- On-Site Team/Event Workers
- Welcoming guests
- Assisting band directors
- "Face" of the Association

Other Committees

- Technology
- Communications
- Education

Open Floor Discussion

- ▶ Point and Drive Documentary conflicts with Alumni Band Homecoming rehearsal
 - ▶ Per Dr. Chipman, if you intend on performing with the Alumni Band, you must attend this rehearsal
 - ▶ Point and Drive Documentary will not be coming to Jacksonville at this time
- ▶ Chapter funding
 - ▶ 15% of your national membership dues are returned to the chapter for our base funding. You **MUST** select the Jacksonville Chapter on the Alumni Band website in order for our funds to be properly allocated to us
 - ▶ These funds are the basis of any scholarships or other items we will need as a chapter
 - ▶ Chapter specific donations may be made to the General Fund on the Alumni Band Association's website. Please be sure to enter "Jacksonville Chapter" in the comments to ensure the donation is properly allocated