

# TEAM LIAISON INFO PACK



December 20, 2022





# Welcome!

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Thank you so much for offering to be a team liaison for the athletic department. We're excited to work together to support the teams, the student athletes and the families.

Please look over the following guidelines and then meet with your head coach, to discuss how you can best support the team and coaches. Each sport and team has a distinctive set of circumstances and given volunteer time is limited, there's no right way to support your team.

Once discussed, inform team caregivers of your role, what it entails, and how they can participate. Thanks so much!

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01 ↙  
Where do I  
start?



# What is an Athletic Team Liaison?



- The athletic team liaison is a friend or supporter of a program at the CRLS who will support the coach to run and strengthen the program.
- Coaches and the team liaison will work together to identify the best ways to support the team.
- Each sport and team has a distinctive set of circumstances and given volunteer time is limited, there's no right way for the liaison to support the team.
- FOCA will set up meetings with team liaisons, at the beginning of each season, to connect the group, provide an introduction to the role and answer any questions.

- This document is a resource guide for you, the team liaison.
- What exactly you do will depend on the amount of time that you have to help out and what your team coach needs.
- The first thing to do is meet with your coach (by phone or in-person) and talk through how you can provide support.
- You could review the list of possible tasks together, or you may want to ask the following questions to the coach:
  - ✓ How do you want my help? Fundraising / communication with supporters /organizing social events?
  - ✓ Fundraising needs – What team events / kit / celebrations need to be supported this season?
  - ✓ Supporter needs – Outside game attendance, are there other things that you want caregiver involvement in?
- This document details relevant policies, tips and ideas to help you be a successful team liaison. Please provide feedback, ask us questions and share any ideas, so that FOCA can update the guide for future team liaisons.
- If you have questions, please reach out to Maija at [focambridgeathletics@gmail.com](mailto:focambridgeathletics@gmail.com)

# Athletic Team Liaison - Possibilities

## With Support from FOCA:

1. Organize team fundraisers and encourage parent participation in all athletics fundraisers, including reminders to parents about the seasonal FOCA fund raiser and other team specific fundraiser events.
2. Help coaches with the collection and documenting of money received and handing over of funds to FOCA for deposit into the team accounts.
3. Attend at least one FOCA meeting (2nd Tuesday of the month) during the season.
4. Represent the team and families when providing input into discussions on FOCA activities.

## Support the Supporters:

1. Establish a team contact list including e-list (include just parents/coaches OR parent/coaches/players), with support from coaches and the athletic office.
2. Encourage parent attendance at games/meets and carpooling – and remind parents about game times and especially away game locations (see the Arbiter webpage).

## Support Team Spirit

1. Recruit parents to organize team social event(s), like team early or post-season dinner or service project with players, coaches and parents. These events can significantly advance team development, sense of belonging, fun and inclusion.
2. Pass along important messages from coaches, Athletic Director and FoCA – determine with coaches what they may want to communicate directly with families via email, and when they want parent assistance. Have a strategy that includes freshmen and JV teams.
3. Model and encourage appropriate fan/parent behavior - the CRLS Athletics handbook suggests: 'Be a fan, not a fanatic.' We are modeling sportsmanship for our children, and consider that others judge our city and school based on their experience with parent/fans.

## Support the Team

1. Familiarize yourself with the CRLS Athletic Department Handbook (new edition expected by winter 2022).
2. Write or recruit others to write about the team for the Cambridge Chronicle.
3. Identify a team photographer for team sharing and newspaper or social media posting



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## Intro to FOIA





# Mission

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- Friends of Cambridge Athletics (FOCA) is a volunteer, parent-led non-profit organization supporting Cambridge Rindge and Latin School athletic teams and clubs. FOCA collaborates with the Athletic Director, coaches, PE and Health staff and other school and city leaders.
- Its purpose is to assist in the development and funding of athletics in the Cambridge Public Schools.



# Goals

## Serve as a Booster Club



- Support fundraisers for all Falcons teams during each season and serve as a fiscal conduit for all teams
- Offer competitive grants to teams for equipment, services and training

## Provide Recognition

- Offer college scholarships for select graduating senior student athletes

## Conduct Advocacy

- Advocate within CPS for improvements in athletic and fitness programming, expansion of the student/athlete concept, and alignment with out-of-school youth sports programming



## Lead Parent Engagement & Education

- Promote and guide effective parent, guardian and community engagement with athletics programming

# FOCA Funding Function

## Why is FoCA needed to help raise additional funds for CRLS athletics?

- FOCA supported fund raising enhances the quality of athletics by providing for goods, services and programming that often fall outside the CPS budget.
- These supplements also give coaches added encouragement, foster a greater sense of ownership among players, increase parent engagement, and help build community through the event nature of many fund raisers.

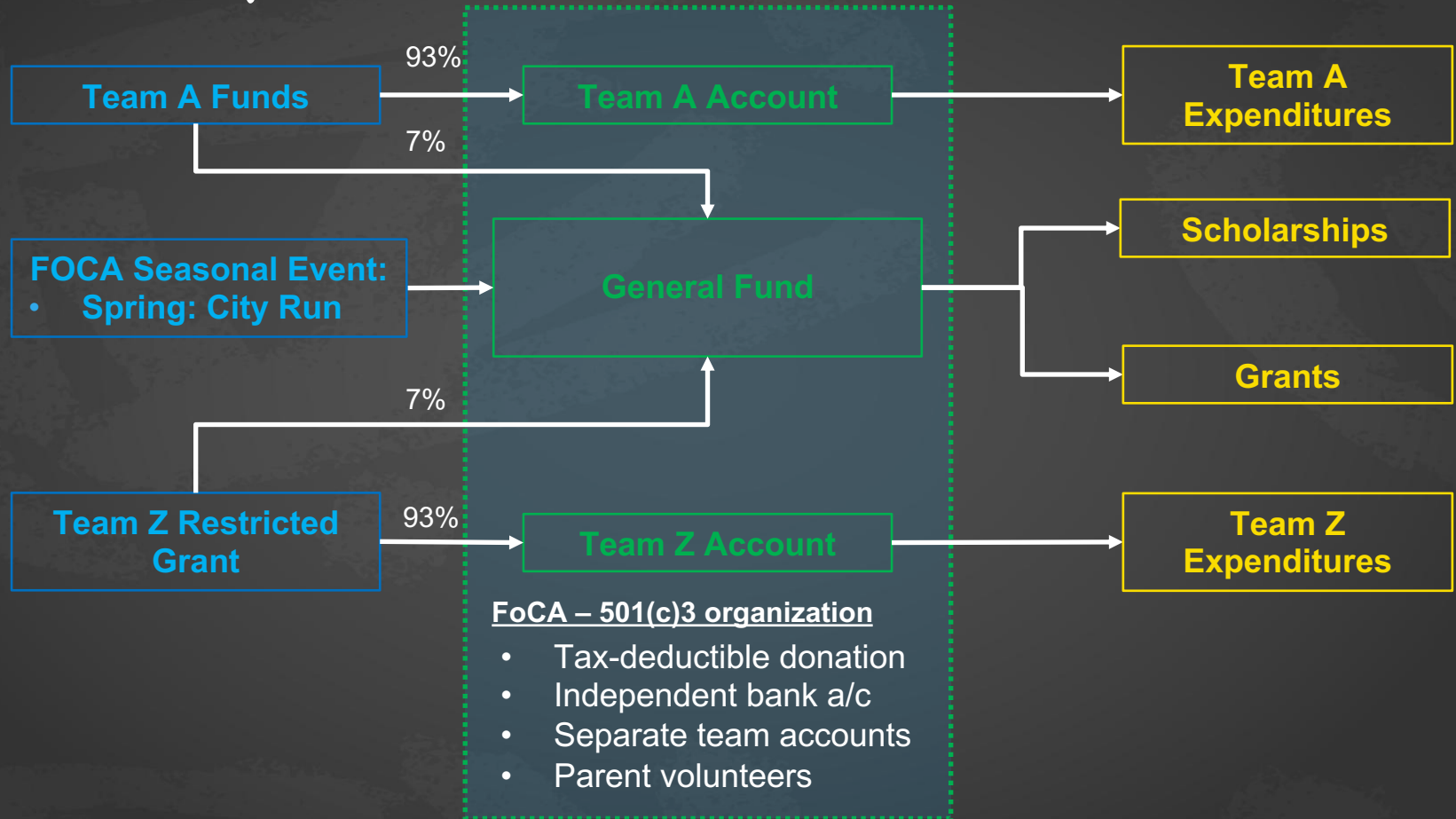
## Why is it necessary to have a non-profit fiscal conduit?

- Supplemental funds cannot be held within the school/city accounts or by individual coaches or staff.
- As a non-profit FOCA provides for tax deductible donations, possesses an independent bank account with separate team accounts, and draws on parent volunteers for management.

## How are the funds raised and used?

- Teams participate in fund-raising with coach and parent support. FOCA also organizes fund-raising and community events.
- Team fundraisers: Proceeds are spent at the Athletic Director and coach's discretion on goods and services. A small percentage goes to the 'general fund.'
- General funds are dispersed through:
  - Grants - Coaches apply for team equipment
  - Special projects - Launch of new sports programs (Orienteering), between season fitness training.
  - College scholarships

# Flow of Funds







# 03 Team Accounts



# Management of Team Accounts

FOCA manages and accounts for all team monies separately. All questions regarding balances and transactions should be directed to **Bette Colombo**, the FOCA Treasurer, via email ([focabookkeeper@gmail.com](mailto:focabookkeeper@gmail.com)).

## Deposits

1. Fill in the deposit form (on the FOCA website)
2. Funds can be sent to FOCA in the following way.
  1. Cash (no commission) - Leave with Tom at the Athletics Office
  2. Checks (no commission) - Leave at the FOCA mailbox in the Athletics Office, or send to FOCA, P.O. Box 400300, Cambridge, MA 02140
  3. Venmo (no commission) - @FOCA-CLRS-Cambridge
  4. Credit card donations (1.5% or min. transaction fee) - Via Paypal, using the FOCA website: [friendsofcambridgeathletics.org](http://friendsofcambridgeathletics.org)

**Note:** When communicating with parents, please highlight Venmo is the cheapest way to donate (avoid PayPal!)

## Reimbursements

1. Complete the reimbursement form (on the FOCA website)
2. Scan receipts and invoices
3. Send to [focabookkeeper@gmail.com](mailto:focabookkeeper@gmail.com)
4. Repayments will usually be processed within 5 business days

# Use of Funds - Guidance

1. All funds (donations and expenditures) must flow through FOCA
2. Funds may be used to pay for or defray the cost of approved co-curricular student activities. However, they may **NOT** be used for purposes ordinarily supplied through the school department budgeting process, such as staff positions curricular supplies and materials. For sports, such expenditure also includes competition uniforms, equipment required to compete, in-season referees / umpires and bus transport to matches during the season.
3. Examples of fund use (not fully comprehensive):
  1. To “upgrade” the materials supplied by CPS e.g., higher quality uniforms
  2. For additional kit not required for competing e.g., warm-up suits
  3. For team building / celebrations e.g., pizza parties, end of season banquets
  4. For team capacity building e.g., training clinics
4. Since FOCA is a non-profit, it does not pay tax on its purchases. When asking for invoices, please make sure that the vendor does not include taxes in the total payable.
5. Currently, 7% of all fundraising is directed into the FOCA general account, to support FOCA activities (scholarships, grants, operating expenses)\*



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Fundraising



# Fundraising Guidelines

## 1. District Policies:

### 1. Student Fundraising and Public Solicitation

[https://cdn5-ss5.sharpschool.com/UserFiles/Servers/Server\\_3042785/File/departments/administration/legal/student\\_fundraising\\_public\\_solicitation.pdf](https://cdn5-ss5.sharpschool.com/UserFiles/Servers/Server_3042785/File/departments/administration/legal/student_fundraising_public_solicitation.pdf)

### 2. School-based Fundraising for Student Activities

[https://cdn5-ss5.sharpschool.com/UserFiles/Servers/Server\\_3042785/File/departments/administration/legal/student\\_fundraising\\_policy.pdf](https://cdn5-ss5.sharpschool.com/UserFiles/Servers/Server_3042785/File/departments/administration/legal/student_fundraising_policy.pdf)

2. Third-party fundraisers / on-line platforms cannot be used for fundraising (District Policy JJE).
3. Students and staff cannot be involved in the solicitation of funds (District Policy JJE)
4. All fundraising associated with CRLS Athletics should be reviewed by the Athletics Director.  
What is the fundraiser? Who will be running it? What is the timeline: Start / end date?  
Who are the individuals soliciting the request? What is the monetary goal?  
What will the funds be used for?
5. A clear appeal statement, accurate “Use of Funds” objective and a goal must be provided for all campaigns.  
Make should that expenses covered by the District are not inadvertently included in the “Use of Funds” objective.

# Ideas for fundraising

- **Email / postcard campaign** - See next slide for more details
- **Sponsored events** e.g., spin-athon, walks, runs etc.
- **Concession stands / bake sales at home games**
- **“Playdates”**
- **Programs / line-ups at home games** – with adverts (sponsorship) from local companies
- **Request Corporate Matches** - When soliciting a donation, include a reminder to check whether the donor’s company matches donations
- **Volunteering at local fun runs (e.g., Patty’s 5K, Cambridge half-marathon)** – The AD receives requests for volunteers from the organizers and he will share with the Coaches, who will organize the team. The organizing organization will send a donation (reflecting the number of volunteers) as a thank you, which will be allocated by FOCA to the team account.
- **Silent auctions**
- **Designate FOCA as your AmazonSmile charitable organization:** - <https://smile.amazon.com/ch/04-3480847>

# Email/postcard campaign - Guidance

Sending email / postcards is a good way to spread the word about a campaign. Some best practices are outlined below:

1. Donors should receive no more than 3 emails for each campaign and their contributed amount will not be disclosed to other prospective donors.
2. The coach and organizer should outline a clear appeal statement, an accurate "Use of Funds" objective and a goal, which will be clearly stated in the body of the appeal to all donors.
3. Each appeal statement should (ideally) include athlete participation in a service event (FOCA Serv-a-thon or other) and/or the FOCA administered Cambridge City 5K Run/Walk annual as these activities benefits the student athlete community and city overall. This also establishes a more strategic campaign for donors vs. merely annual giving for gear.
4. At the completion of the fundraising campaign, the organizer should send a message, to all their student athletes, their parents, and all on-line donors, thanking everyone for participation, reporting on the amount raised, and a description of how the funds will be used and when, in line with the originally stated "Use of Funds" goals.
5. Clearly indicate that any donations to the team are tax exempt via FOCA (tax exempt #04-3480847).
6. Encourage donations to be made via Venmo (as no commissions are charged)
7. Inform donors that should they prefer not to contribute electronically that checks can also be made out to FOCA with team details in the memo line. Checks can be sent to: [Program Name], FOCA, P.O. Box 400300, Cambridge, MA 02140
8. All funds raised via direct cash donations are to be promptly deposited into the FOCA team account and accompanied by the FOCA deposit form.

# Email/postcard campaign - Template

Dear [donor's name],

My name is [name] and I am a parent of a student athlete in the CRLS [sport name] team. The team is a group of talented individuals from Cambridge, who play hard, have fun and enjoy competing. **[Add another sentence describing the team / the players or an anecdote to tell a team story].**

Through team building activities, the wins and losses and the memories that will bond us forever, playing [sport name] for the CRLS provides each player with an unforgettable experience. As the [sports] team gears up for the new season, we are excited to work hard, to improve as players and develop as a team by going the extra mile.

To help build team spirit and motivate the players further, we are running a fundraising campaign. We are looking to raise \$x,xxx and will use the money for **[list what you are fundraising for...buy hoodies, organize team building activities, hold a year-end banquet]**. We are asking for donations of any size, big or small, and appreciate all contributions.

If you'd like to make a donation, you can donate via Venmo (@FOCA-CRLS-Cambridge), PayPal (Friends of Cambridge Athletics) or send a check to **[Sports team name]**, FOCA, P.O. Box 400300, Cambridge MA 02140. Your donation is tax-deductible.

The players of the CRLS [sport name] team can't thank you enough. We look forward to a successful and fun season! If you have questions about the appeal or the team, please contact **[add email]**.

Best wishes and gratefully yours,  
**XXX**

[Add team photo]



# Email/postcard campaign - Example

Dear Jack and Jill:

We are reaching out to you today as fellow parents of CRLS rowers and as the treasurer and incoming president of the Crew Board. This spring, CRLS Rowing had 100 diverse, dynamic student athletes on our squad, and in fact comprises 20% of all CRLS athletes! We are proud of our very high participation rate, and that CRLS Crew is free to all regardless of circumstance. This differs from most of our public competitors, some of whom charge more than a thousand dollars per student athlete.

We are fortunate to have a school that pays for our amazing coaching staff. The school however does not have the funds to pay for many of the costs, such as boats, oars, equipment, and repairs that are needed for 100 athletes using boats in multiple shifts each spring and fall day. As you can imagine, supporting our large and growing squad puts a huge strain on our fleet of aging boats, some of which are older than the rowers. The increased number of athletes not only requires “new” boats, but the growth in the Novice Program necessitates boats for a broader range of athletes and abilities.

We have purchased two additional boats so that we can get all our rowers on the water for our spring races. A gently used eight from Radcliffe for the novice to race this spring and a new four for the varsity to race this spring. In total these boats will cost us \$34,000. We were able to negotiate a no cost payment plan to defer part of the purchase price for the new four until the fall, leading us to need to raise at least \$24,000 for this spring, with another \$10,000 due this fall. Several families have already made donations, and with the addition of the proceeds from the crew family party a few weeks ago, we have raised \$18,000, bringing us three quarters of the way to our fundraising goal.

We hope that to express your support and enthusiasm for CRLS Crew, you will make a gift of \$500 knowing that any gift at any level is greatly appreciated.

Please make checks payable to FOCA/CRLS Crew and mail to: CRLS Crew, P.O. Box 400116, Cambridge, MA 02140

Thank you for considering a donation to help sustain this vibrant and successful rowing program that keeps Cambridge kids like Alike and Marika on the river.

Gratefully yours,

XXX,



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Grants

# Grant Guidelines

## Overview:

- All CRLS athletic teams and sports clubs are eligible to apply for funding
- Grants can be used to pay for materials and services that directly benefit the team or students. This may include specialty-training clinics and expenses related to clinics, equipment/gear that stays with the team at the end of the season, travel or court/field rental fees not eligible to be covered by AD's office
- Grants cannot be used to pay for individual gear that student-athletes keep, food for team gatherings or celebrations, or expenses that are eligible to be funded by the AD's office

## Process:

- Applications must be completed and signed by a team liaison and head coach
- Grant applications are reviewed and decided upon based on their merits and the funding available at the time.
  - Considerations include fundraising efforts from the team and a team's level of participation in FOCA fundraiser events.
  - Matching a grant is not a prerequisite for approval nor is it a guarantee of approval.
  - A stronger grant application will include information addressing FOCA's funding priorities (see below).
- Grant funds must be spent within 90 days or before June 30, whichever comes first unless extended by FOCA Treasurer, or they will be deemed forfeited.

## FOCA funding priorities:

- Support for applications which positively impact the student-athlete and the team (tangible and intangible)
- Support for teams who foster student-athlete engagement and have a positive impact on the CPS Athletics community, CRLS community or wider Cambridge community
- Support for applications which impact a larger numbers of student athletes, a large proportion of the team and / or students who would not be able to fully participate in the sport, without the grant
- Support for equity and participation of new student-athletes, who may not have been involved in organized sports before high-school
- Support for "newer" sports which may not have a history of community financial support or general awareness



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## Support the Supporters

# Support the Supporter - Ideas

1. Set up an email list for caregivers and share information around games / car-polling etc.
2. Share information on where to find the up-to-date schedule in Arbiter. CRLS team schedule launching pad:  
<https://www.arbiterlive.com/Teams?entityId=26525>
  - Parents can sign up for match reminders and schedule changes – instructions below
  - Location of away field is included. If addresses are not included, you can go to the opposing team's high school website to find additional information. Or call Rachelle in the Athletics Dept (617-349 6690).

## Arbiter instructions

1. Go to Arbiter webpage (<https://www.arbiterlive.com/Teams?entityId=26525>)
2. Select the team that your student is involved with
3. Select “Follow” at top right hand side
4. Select “SignUp” on bottom right of pop-up
5. Enter First Name – Last Name – Email – Password – Confirm Password and “Sign Up”
6. Verify your email by clicking on the verification link sent to your email address
7. Select role – athlete / coach / fan / media / parent / other
8. Select communication alert – email / text messages
9. Select events – games / games and practices \* [Typically coaches only upload games to Arbiter]
10. Select when – When the schedule changes / a reminder before each game
11. Select if you want an iCal Link emailed to you or not

# Thank you!

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