



Updated 1/5/2017

PlaySmart HQ



Individual Directors / Regions

• **Responsibilities:**

- **Programmatic Development**, including: (a) development of standard PlaySmart-branded camp model with facility requirements, content, insurance, t-shirts, etc.; (b) assist with programmatic initiatives; (c) support of “ad hoc” local programmatic activities as requested by Director(s)
- **Purchasing**, including centralized purchasing of Academy items, such as t-shirts, water bottles, banners, sports equipment, etc.
- **Marketing**, including: (a) website maintenance and regular upgrades; (b) updated “pitch deck” introducing prospective donors, partners, etc. to PlaySmart – this will be made available on the web to Directors; (c) other marketing items as needed.
- **Fundraising Support**, including: (a) minimum of three “canned” fundraising models ready-to-go for Directors to use – includes website, marketing materials, invitations, etc.; (b) event planning and logistics support; (c) attendance at fundraisers as appropriate; (d) support of ad-hoc fundraisers as requested by Director(s)
- **Donor Communications**, including: (a) maintenance of Director-specific and PlaySmart-wide donor contact database – email, address, phone, donation history. So an individual Director can request an email blast, a mailing, etc., and we can also do PlaySmart-wide announcements; (b) Thank You / Acknowledgment letters sent in a timely manner to all donors – appropriate to the level of donation.
- **HQ Revenue Generation**, including: (a) corporate grant and sponsorship requests; (b) “credit” for any general corporate donations, not credited to a specific Director. Basically, capturing any revenue that PlaySmart HQ is uniquely positioned to capture.
- **Administrative Services**, including: (a) provisioning of necessary legal, accounting and insurance services; (b) periodic update to the Board of Directors; (c) maintenance of all required licensing (501c3) and reporting (tax returns, trademark, etc.) requirements; (d) assisting with personnel matters, including centralized payroll, expense reimbursements, other HR items, etc.

• **Commitment:**

- **Contribute to PlaySmart HQ Costs.** In 2017, PlaySmart HQ estimated net cost is estimated at \$40,000, which = \$10,000 per active Region (Omaha, Oklahoma, NY, Tampa Bay). The approximate numbers for HQ costs are: (1) Darlene at \$15,600 per year; (2) rent of \$10,200 per year; (3) accounting / tax returns of \$5,000 per year; (4) licensing and insurances \$2,500 per year; (5) this year, website overhaul \$10,000 one-time. Total estimated approximately \$40,000. We will have a “true up” process at the end of the year to reconcile actual vs. estimated HQ expense. If we get a “corporate-level” donation of \$20,000 (not attributable to a Region), this would reduce the HQ net cost by \$20,000 and the per-Region cost down to an estimated \$5,000! However, to be conservative, we will assume \$40,000 HQ cost.
- **Do Something!** Anything above your estimated \$10,000 commitment to PlaySmart HQ is *yours to use in your community!* So if you raise net \$75,000, you pay your \$10,000 to cover your portion of PlaySmart HQ costs, you then have \$65,000 in your “account” to use as you deem appropriate. This can include any of the following: (a) host a PlaySmart Academy; (b) fund scholarships for kids in your community to attend sports camps or participate in sports leagues; (c) build a PlaySmart facility in your community. There is literally no limit to what you can do – as long as it is consistent with PlaySmart’s mission. As you build up your “war chest” over time the potential impact you can make grows proportionately.
- **Market locally!** Develop local relationships with donors, programmatic partners, etc. This includes local FB page, twitter, playsmart.org website updates, etc. Treat it as your own business and HQ as your partner to make it happen. We need national branding consistency, but local flavor to get things done.
- **Collaborate with other Directors**, including: (a) stay up-to-date with what other Regions are doing; (b) understand what works and what does not work; (c) perhaps replicate a successful fundraiser that was used elsewhere; (d) perhaps model a successful programmatic initiative that was used elsewhere; (e) seek to strengthen the National and Regional Board of Directors – identify others who have the willingness and ability to commit to PlaySmart’s cause