

All Night Grad Party (ANGP) 2022
Committee Minutes – September 7, 2021

In attendance: Teresa Weaver, Colleen Brooks, Michelle Glicken, Andrew Glicken, Brenda Rudolph, Amy Baldi, Kim Curry, Marc Goldman, Maryanne Wilson, Kathy DiPietro, Tom DiPietro, Julianne Nickel

Introductions

Teresa welcomed everyone to the committee and asked that we introduce ourselves:

- Teresa – Volunteer coordinator
- Colleen – Secretary
- Brenda – Goody bags / raffle
- Amy – Casino
- Kim - Spirit wear
- Marc – Booking the facility (the St. James)
- Maryanne – Open to a position
- Kathy and Tom - Cotton candy
- Julianne – Open to a position

Teresa announced the committee still needs a Chair and someone to coordinate Mulch sales

Locker Day

Four people ran the ANGP booth on Rams Rally (aka Locker Day): Jill Kurtz, Marlene Andrada, Kim Curry, and Teresa Weaver. Between in-person and online sales, they raised \$887 selling only 2020 ANGP inventory, which means all sales were strictly profit.

Teresa identified some opportunities for improvement:

- No one had the Square so they were only able to take cash or check payments.
- The booth was next to the tennis courts with the other clubs. We might have gotten better traffic if we were near the Boosters at the front of the building.
- There was no means of advertising what the booth was for or what merchandise was available.
- We should bring a canopy – it was very hot in that location and in direct sunlight.
- We should consider selling water – the food trucks couldn't keep up and the Boosters weren't selling it.
 - There was a question about selling soda, but it was agreed we would make more money with just water due to its low cost

State of the Treasury

Last year's ANGP left approximately \$8,000 for us to spend. The goal each year is to leave a minimum of \$5,000 as seed money for the next year's committee. We don't have a firm amount right now due to money that came in for Rams Rally and money that is being set aside to seed the bank for the football games.

Michelle outlined the rules for taking out and turning in money to the treasury:

- When giving out money – Michelle and one other person count the money being given out of the account and the receiver and one other person will count the money they are given. The same two-person strategy will be used when money is turned into the treasury.
- Invoices must be given to Michelle for reimbursement from the treasury

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Cost of Last Year's Event

There was a question as to the cost of last year's ANGP so we can set a goal. Marc stated the actuals for last year showed \$62,000 spent. He added that we have a hold on space and priority but we don't have a specific date or any elements (activities/rooms) reserved. However, Marc is under the impression the elements used in last year's ANGP will be available this year. Once we have this year's graduation date, we'll place an official reservation.

- **The St. James** cost \$51,000 – Marc noted this appears to have been a discounted rate.
 - Base rental rate (with the discount) – \$26,000
 - Basketball court – \$1,500
 - Field house - \$2,400
 - Ice skating - \$2,000
 - Golf - \$1,000
 - Batting cages - \$650
 - Virtual reality - \$1,300
 - eSports - \$1,300
 - Rock wall - \$5,000
 - Indoor water park - \$2,700 (\$8 pp)
 - Casino - \$5,247 (includes tips and casino prices)
 - Security fees – undetermined

It was suggested we find out what elements were not popular and consider not renting those areas to save money.

** Amy works at Vegas Time and could have some connections for the casino

- **Food** - \$8,000
 - Boxed meals - \$18 pp
 - Bagels and cream cheese in the morning - undetermined

We are required to use the St. James catering, with the exception of cake, water bottles, chips.

We don't have the amount at this time, but a "good amount" of money was spent on giveaways and prizes.

Feedback from Last Year

- Food was not great last year.
- There was too much to do in the amount of time allotted.
- Should not reserve the swimming pool, as the grads are not allowed to bring in a bag with a change of clothes.
 - Students are only permitted to bring a phone and ID.

Raising Funds

Sponsors – Are we able to ask for donors/sponsors/use corporate fundraising?

- Elizabeth Lutow is overseeing fundraising
- We will ask local businesses to support our fundraising, to include donations
- Find out who sponsored the track painting and see if they would donate to ANGP
- Donation Requests – We could create a "fun" donation request form, for example: \$100 donation to lose my email address

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\$75 donation to ignore me when you see me

Merchandise

- Student Driver bumper stickers - we have a lot left over from last year. We usually sell a lot at Back to School night, which is unfortunately online this year.
- Yard signs
 - Julie Lawrence is in charge of yard signs
 - We have a mock up and hope to start advertising the ANGP in a few weeks
 - Last year there were two signs – one with PTSO and one only for ANGP; this year we will only have one sign
 - We have already contacted one of the vendors from last year's signs about this year's order.
 - Note: Maryanne Wilson has a sign printing business that can be considered for future orders.
- Pajama Pants
 - We have a limited number of long/flannel pants from 2020 left over from locker day.
 - 2021 order will be in prior to the Chantilly game. We ordered 115 in various sizes.
 - We also have 3 dozen or so unisex boxers/girls flannel shorts – mostly in larger sizes that we are selling for \$15.

There was a question about whether or not we can sell merchandise at other RSS sporting events. We can, but it requires two volunteers.

- Other than sporting events, there are limited in-person events
- Currently, in-person events include the drama musical, Taste of Robinson, and the Robinson Marketplace (we're already selling coffee so we can add merchandise).
- There was a question of having two tables at the Robinson Marketplace, one outside and one inside tables. Due to logistics, we agreed to just have the one table.

There was an inquiry as to whether or not we can give a sales pitch at virtual meetings. Kim will ask Ms. Cassidy if she can advertise the Student Driver bumper stickers.

It was suggested that if someone knows a vendor at one of the Farmer's Market, perhaps we could tag team on their table.

Biggest fundraisers:

- Mulch
 - Last year, they were not allowed to deliver the mulch, so their gross revenue (\$11,000) was lower than usual.
 - It was suggested we offer to have the students spread the mulch at an additional fee
 - Tom noted that he was involved with the mulch sale 5 years ago, and someone had a forklift that made the process much easier
 - We tend to have more students than adults volunteering at this fundraiser
 - We collect payment at the time of the order so we can adjust our financial expectations
- ANGP ticket sales, which are usually sold on a rolling basis - \$80 early, \$100 late, \$120 last minute

Advertising

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We advertise with the PTSO, on multiple social media sites, through word of mouth, and many RSS neighbors are aware of some of our fundraisers – most notably the mulch sales.

We need to advertise on the ANGP site and make it more well-known. However:

- We're not on My Schoolbucks for payments
- The more online sales we make, the more burden is placed on the team/Kim to make deliveries
 - It was suggested we could bring online purchases to the football games for pickup
 - It was noted the difficulty in inventory management and delivering items is one of the biggest reasons the Boosters doesn't do online sales
- We can ask to put ANGP information in the Ram Blast
 - We would ask for donations and volunteers
 - We would direct them to our website
 - Julieanne will email Ann Wong to ask if this is possible
- We could advertise on ROBO 2022 social media sites and/or at band events
- We could try to take advantage of senior nights for sporting events

Upcoming Opportunities

- We have upcoming sporting events at which we can sell sports towels and boxer shorts available
- We could create a "coming soon" flyer for other merchandise
- We could consider selling outside the doors after school, but that requires volunteers to be available
- Spirit Nights – we are hoping to have one a month. Danielle Parker is coordinating spirit nights
- Taste of Robinson at Homecoming – we will have cotton candy and merchandise. We could include a tip jar for additional donations.
- We have the football game on the 17th. Teresa's son, Dan, will be there but students can't handle money. We are all set for volunteers for that game but need support for future games.
 - We currently are only scheduled to have a table at varsity games, but we can consider selling at the JV games as well.
 - It is suggested that the individuals who are working the cotton candy machine wear old clothes and disposable gloves – it is a very sticky job.

Thinking Outside the Box

- It was asked if we should be doing things differently rather than "that's how we've always done it". We might be able to find some different advertising recommendations online that could yield bigger results.
- We could include Sponsor a Senior to our business and family sales pitches. In the past, the ANGP coordinators have worked with the counselors to discreetly identify and support students in need.
- We could add a Buy a Ticket, Donate a Ticket option to ticket sales
- Providing the option of rounding up – ticket is \$80, round up to \$100 to support ANGP scholarships
- It was suggested we just charge a flat rate for the tickets, but it was agreed that would take away the incentive to buy early and round up with donations.
- We could offer a ticket/yard sign bundle
- A virtual fundraiser could offer Pay to Skip a Volunteer Shift options

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- There was a suggestion of having a large supply of merchandise online; the downside is they items might not sell (for example, the leftover merchandise we sold at Locker Day)
- We could ask students to offer singing “services” – for example, a person could hire students to sing for a special occasion. It could be in person or perhaps via a cameo-like setting.
- Selling roses – it is too soon to do so for Homecoming but we could look into doing it for Valentine’s Day
- We could have a QR code to help drive more people to our website
- Julianne and Michelle to research creating a Venmo account – since most kids have access to their parents’ Venmo accounts, this would expand our customer base
- Promote our merchandise at the holidays
- Julieanne will work on a virtual poster to help better advertise our activities

Last Thoughts

- Chris McCormick could use some help with the website, if anyone is interested
- Marc asked about receiving a contact list for the members of the committee
- There is an ANGP Facebook page – we should start actively using and advertising that page

Next Meeting

Our next meeting is October 13th at 7pm – same location (media center)