

2026-2027



WAUNAKEE
COMMUNITY HIGH SCHOOL

**BOOSTER CLUB
HANDBOOK**



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Dear Waunakee Community High School Supporter:

Welcome to an exciting year of being a Waunakee Warrior! We are thrilled you have chosen to participate in athletics and our programming.

Waunakee Community School District provides a great learning environment for each and every student-athlete. As a member of the Badger Conference, we face and welcome great competition and high expectations of effort, achievement, and sportsmanship.

We hope this Booster Club handbook will provide you with guidance as you devote your time and resources to improving the experience for student-athletes, staff, and families involved in our programs. This handbook was designed to inform, educate, and guide you as a Booster Club, by addressing the rules, regulations, and information for participation in our Waunakee Community School District programming.

We partner with you and thank you for your dedication to our students, staff, and community.

Go Warriors!

Dr. Monica Kelsey-Brown, Superintendent
Mrs. Deanne Lensert, High School Principal
Mr. Nick Conrad, Athletic Director



SCHOOL DISTRICT MISSION AND VISION STATEMENT

MISSION STATEMENT

"Committed to Children...Committed to Community...Committed to Excellence"

VISION STATEMENT

The Waunakee Community School District is a collaborative learning community that works with students, staff, families, and the community to ensure that every student is ready for college and career; through a focus on data, research based best practices, and engagement with students to be active partners in their learning.

EQUITY STATEMENT

The Waunakee Community School District embraces the differences among our students, staff, and families. We work to provide a safe environment with access to resources, opportunities, and instruction for all students to reach their full potential in the classroom and beyond. We strive to create a culture of dialogue, acceptance, and inclusion. We are committed to engaging all students so that they may thrive academically, socially, and emotionally in an ever-changing multicultural society.

High School

Waunakee Community High School (9-12)
301 Community Drive
Waunakee, WI 53597
Phone: (608) 849-2100

Bethel Administration Office

905 Bethel Circle
Waunakee, WI 53597
Phone: (608) 849-2000



BOOSTER CLUB ORGANIZATIONS AND WAUNAKEE COMMUNITY SCHOOL DISTRICT

Booster Clubs are organizations of parents, family members, caregivers, staff, and community members working together for the purpose of supporting our students and coaches of our programs/teams.

Booster Clubs are valued partners in supporting the co-curricular activities of our students. While the school district welcomes and encourages the interest, participation, and support of Booster Clubs, the District maintains control and management of the activities and athletics, including all rules, policies, and procedures.

The partnership, transparency and accountability between the school district and Booster Clubs is critical to maintaining thriving relationships while also adhering to local, state, and national requirements including District policy, WIAA requirements, Title IX compliance, and Internal Revenue Service (IRS) laws.

For all these reasons, Booster Clubs private management is adapted to District concerns and compliance requirements. We each have responsibilities to our students and our programs, but we share the same common purpose.

There will be **TWO** meetings annually of Booster Club members, coaches, and the Waunakee Community School District to strengthen our partnership, give ample time to answer questions, and provide opportunities for consistency and unity in our work. Those dates are below and are held as virtual meetings.

DATES TO REMEMBER	
Booster Meeting #1	July 15, 2026
Booster Meeting #2	January 204, 2027
Financial Report Form Due (FRF)	July 15, 2027



SCHOOL BOARD POLICIES

School Board Policies are set for the educational goals of the entire school system and provide directives for administrators and other staff members and volunteers to follow while working towards the district's goals. The policies outline business procedures to allow for efficient operations of student activities and school operations.

It is expected that High School Booster Clubs follow all district purchasing and fiscal policies and procedures.

- A. General Booster Club - [881.1](#)
The General Booster Club School Board policy includes information about gifts to the district, fundraising, and staff relations.
- B. Expense Reimbursement - [671.2](#)
The Expense Reimbursement School Board policy includes information about the different rules and regulations of expense reimbursement, including meals, housing, parking, transportation, etc.
**If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- C. Purchasing - [672](#)
The Purchasing School Board policy includes information about general guidelines of district purchasing.
**If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- D. Purchasing Approval - [672.1](#)
The Purchasing School Board policy includes information about the bid process when making purchases based on purchase price.
**If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*
- E. Bidding/Cooperative Purchasing - [Rule 672.1](#) and [672.3](#)
The Bidding/Cooperative Purchasing School Board policy includes information about the procedures when obtaining formal bids and quotes and making sure we use cooperative purchasing, when available.
**If you choose to manage your finances privately (see section VII), this School Board policy does not apply to your Booster Club organization.*



FINANCIALS

The Waunakee Community School District Business Office is committed to supporting High School Booster Clubs. We strive to be as efficient as possible while maintaining consistency and transparency across all our programming.

Business Office Directory and Contact Information

Steve Summers Executive Director of Operations	stevesummers@waunakee.k12.wi.us
Allie Newton Director of Business Services	alexandranewton@waunakee.k12.wi.us



Financials - School District Business Office

Managing of Finances of Community Partners, including Booster Clubs (two options)

1. Manage Finances Through the School District¹
 - Funds are accounted for in Fund 21, which is the gifts/donation fund for the school district.
 - Booster Clubs must follow all Waunakee Community School District School Board policies.
 - Fund 21 policies have more flexibility when it comes to topics like bidding requirements for purchases and gift card purchases.
 - Deposits, accounts payable, and payroll transactions are all processed by the school district.
 - There are no requirements of additional reporting to the IRS for the community organizations/Booster Club.
 - There is tax exempt status for all purchases and transactions.
2. Manage Finances Privately
 - Booster Clubs should be able to identify the Taxpayer Identification Number (TIN) connected to the bank account.
 - The bank account TIN should NOT be the Waunakee Community School District federal identification number or the social security number of a Booster Club member (former or present). The bank account TIN will have to be corrected if either scenario exists.
 - The Booster Club should have copies of the organizational paperwork that was filed originally to receive the Taxpayer Identification Number. If not, you can search for the document through the [Internal Revenue Services](#) (IRS).
 - The Booster Club should be aware of the specific type of organization that your Booster Club is.
 - An example includes IRS 501(c)(3) organization
 - The type of organization matters for compliance with state and federal regulations.
 - An example of annual reporting to the IRS is linked [here](#).
 - Booster Club By-Laws

If your organization is opting to become a 501(c)(3), you will be required to submit Booster Club By-Laws to the Athletic Department. If you are in need of examples, please reach out to the Waunakee Community School District Business Office.

¹ District management of Booster Club finances refers to serving as a repository of funds and performance of ministerial functions, as necessary. The District does not exercise discretion or judgment with respect to such funds apart from compliance with applicable laws and regulation.



Financials - Reporting Transparency and Accountability

At the end of each fiscal year, Booster Club organizations are required to submit a copy of the Financial Reporting Form (FRF) (section 2 - template provided) to the Athletic Director. The Athletic Director will forward this information to the Business Office for the School District.

1. Booster Club Guidelines

This guideline document is School Board policy 881.1 regarding parent organization and Booster Clubs. The Booster Club must sign and return these guidelines to the Athletic Director's Office by July 30 of the District fiscal year (July 1 through the following June 30).

2. Financial Reporting Form (FRF)

Each Booster Club must submit their completed Financial Reporting Tool (FRF) to the school district Athletic Director's Office by July 15 of the District fiscal year.

The Business Office will provide the [Financial Reporting Form \(FRF\)](#) for each Booster Club for the upcoming school year. This will be emailed by the Athletics Office to the Head Coach/Booster Club representatives by September 1 of that respective year.

*Please note. Booster Clubs may submit their own spreadsheets as long as all the information is included in the provided template above from the school district.

All financial records will be presented to the Board of Education (BOE) in August of the District fiscal year.

3. Retention of Records

In an effort to keep financial transparency, records are required to be kept for a set amount of time, per [Board of Education Policy 773-Exhibit](#), Records Retention Schedule.

- If the Booster Club manages their finances with the Waunakee Community School District, it is required to keep the current fiscal year + 6 years of documentation.
- If the Booster Club manages their finances privately, please refer to the guidelines required for your type of organization.
 - Organizations registered as a 501(c)(3) must maintain records and keep books to show that it complies with tax rules. Please reference this [website](#) for more information.



Financials - Fundraising

Fundraisers must be approved and added to the document in the Athletics Office.

[Here is a link to the reporting and approval form.](#)

This document will be a resource each school year to have as a reference for programs to know what has been done regarding fundraising, what companies utilized, and offer suggestions and ideas on what has worked well for Booster Clubs/programs. We ask that similar fundraising efforts are not completed during the same season (for example: pizza products are not sold for two respective Booster Clubs during the same spring season). No fundraising is permitted without prior consent and clearance of the Athletics Office. All policies, procedures and local and state laws need to be followed regarding fundraising.

*Please note! These fundraisers are not mandatory, but suggestions for the sport/Booster Club to raise monies for their programming.

1. 50/50 raffles

- a. 50/50 raffles are a fundraising type activity.
- b. All state laws must be followed.
- c. [Raffle license](#) must be secured.
- d. All raffles must be approved by the Athletics Office.

2. Raffles

- a. All raffles are a fundraising type activity.
- b. All state laws must be followed.
- c. [Raffle license](#) must be secured.
- d. Examples: [Girls Soccer](#) and [Boys Soccer](#)

3. Concessions

Booster Clubs must comply with the school district policy on the sale of food on school premises. There are no product restrictions or limitations on brands.

School Board Policy - [763](#)

Booster Clubs are one of the organizations that the District can authorize to operate the concession stands at sporting events in order to raise funds for their organization/Club.

4. Product Sales

School Board Policy- [374](#)

All product sales for fundraising must be a 50% profit margin for the organization, per School Board policy.

**The Business Office plans to review this policy with the School Board.*



5. BOUND Fundraising

BOUND Fundraising program is available to both Waunakee Community School District managed and privately managed organizations.

BOUND website: <https://www.gobound.com/wi/schools/waunakee/fundraise>

[School Board policy 881](#) defines the fundraising process.

6. Sponsorship

Sponsorships are a viable form of fundraising for Booster Clubs. All sponsorship requests must follow the [Board of Education Policy 851](#), Advertising in the School and [Board of Education Policy Exhibit 881.1](#), Parent Organization/Booster Club Relations and Information Guidelines.



Financials - Fees

1. Athletic/Co-Curricular Fees

Each student will be responsible for an Athletic/Co-Curricular Fee of \$85 for participation in the programming. These fees are billed in Infinite Campus by the school district during athletic registration each season. These funds are managed and used by the Athletics Office.

2. Booster Club Fees

Booster Club Fees are separate from the school fees. These fees are set by the Booster Club and are billed independently from the school district. These funds are managed and used by the Booster Club. In no capacity should these fees take the place of fundraising and they should not be used to offset expenses related to facility improvements.

*The [Student Financial Assistance Fund](#) will automatically cover Booster Club Fees, as well as school district athletic fees for students approved for Free and Reduced Lunch. The families will NOT need to make the Booster Clubs/Coaches aware of this payment. The Student Financial Assistance Fund will work with the Athletic Department when fees are due, etc. for payment. Please reference the Student Financial Assistance Fund resources (Booster Club Handbook, page 26).

It is very important that Booster Clubs communicate to their families that the Student Financial Assistance Fund is available for assistance, especially at the beginning of the season when families are required to pay/submit payment for Booster Club Fees or registering for a program.



Financials - District Financial Support

1. All coaches' salary and benefits are paid for by the school district, per [Board of Education 370 Rule \(1\)](#), Co-Curricular Activity Size Limitations Coach/Player Ratios.
2. Supply Expense Budget
Each sport will be allotted a minimum of \$1,500 of supply and expense budget per season. The Coach and the Booster Club will work together to decide what items will be purchased with this allotment. A final list of supplies will be submitted by the head coach to the athletic department.
3. Transportation
The district shall fund the cost of school bus transportation to and from events. Booster Clubs may fund the difference between school bus transportation and Coach transportation, if approved by the Athletic Director.
4. Uniform Budget
Each sport is included in a rotation for funds for new uniforms from the school district.

Please review the [following spreadsheet](#) to view the year that your program is eligible for funding from the school district. This allotment can be used for home/away uniforms, pinnies, etc. and is allocated every four years.

- Any cost above and beyond the dollars allotted would be the responsibility of the Booster Club.
- Booster Clubs wishing to purchase new uniforms in an off-year of when the school district allotment is offered would be at the expense of the Booster Club.
- All uniform purchases must be approved by the Athletic Department/Communications Office to follow the school district branding guidelines.



Financials - District Provided Insurance

The district provided liability policy provides coverage for the following:

Your past or present employees or elected or appointed officials while acting within the scope of their employment or authority, authorized volunteers while acting for you or on your behalf, including your students, and all commissions, agencies, boards, districts, authorities, PTAs, PTOs, Booster Clubs or similar entities when you retain the right to control the details of the work of these individuals or entities, except this insurance shall be excess of any insurance maintained by your past or present employees or elected or appointed officials, or authorized volunteers, including students for the ownership, maintenance, or use of any automobiles owned by the employee, official, volunteer, or student, regardless of whether such automobiles are also hired or borrowed by you.

- This also applies to Family Teacher Organizations (FTO).

An example of an event outside of the control of the Waunakee Community School District is a clinic hosted by an athletic program in another venue/location offered to student-athletes on a regional/statewide basis.

Booster Club board members/leadership liability policies are not necessary if all activities of the organization are under the control of the Waunakee Community School District. Booster Club officers/directors liability policies should be considered if the organization conducts activities outside of the control of the Waunakee Community School District.

Booster Club Provided Insurance ²

Booster Clubs engaging in activity outside of the control of the Waunakee Community School District should purchase a liability policy for your organization through an insurance company. The school district purchases their insurance policies through Hub International in Waunakee.

² The District encourages Booster Clubs to secure separate coverage, as well. Although the District does direct Booster Clubs on, e.g., compliance issues, the District does not generally retain control over the work of Booster Clubs or their individual members.



TITLE IX REQUIREMENTS

The Waunakee Community School District is required to adhere to the Title IX requirements. These requirements are the basis behind many of the requirements the District has for the Booster Club organizations.

Please review [this document](#) that summarizes the requirements.

TITLE IX NOTICE

The Board of the Waunakee Community School District does not discriminate on the basis of sex in its education program or activity and is required by Title IX and its implementing regulations not to discriminate in such a manner. The requirement not to discriminate in its education program or activity extends to admission and employment. The District's Title IX Coordinator(s) is/are:

Director of Human Resources, Waunakee Community School District. 905 Bethel Circle, Waunakee, WI 53597

Brian Grabarski, 608.849.2000, ext. 8167 briangrabarski@waunakee.k12.wi.us

Director of Special Education, Waunakee Community School District. 905 Bethel Circle, Waunakee, WI 53597

Tiffany Loken, 608.849.2000, ext. 8268 tiffanyloken@waunakee.k12.wi.us

Any inquiries about the application of Title IX and its implementing regulations to the District may be referred to the Title IX Coordinator(s), the Assistant Secretary for the U.S. Department of Education's Office for Civil Rights, or both.

The Board has adopted a grievance process and procedures that provide for the prompt and equitable resolution of student and employee complaints alleging any action that is prohibited by Title IX and/or its implementing regulations. The grievance process and procedures are included in Policy 413/513 Nondiscrimination on the Basis of Sex in Education Programs or Activities, which is available at: <https://www.waunakee.k12.wi.us/board/policies>

The grievance process and procedures specifically address how to report or file a complaint of sex discrimination, how to report or file a formal complaint of Sexual Harassment, and how the District will respond.



SCHOOL DISTRICT BRANDING GUIDELINES

Waunakee Community School District plays an integral role and is a staple in our Waunakee community. During the 2021-2022 school year, the Board of Education approved a year-long process to create a district visual brand. This process included a wide selection of community stakeholders, including students, staff, Board of Education members, parents, community members, etc. to gather input.

Visual branding is an important facet of an organization's communication plan. To keep the integrity of the Waunakee Community School District and the district/high school visual brand, it is crucial to follow these guidelines when using visual elements. This will help strengthen our image, promote trust, and will allow us to represent ourselves as one team.

A brand includes our name, logo, and identifying elements including fonts, colors, and graphics. The logo is a visual representation that represents our brand.

The visual branding results enclosed in these district branding guidelines packages are relevant for the Waunakee Community High School brand and the spirit/athletic/co-curricular programs of our school district. The correct guidelines should be followed with what you are producing or sharing with the community to represent our brand. Certain criteria must be met, and any and all entities that use the logo are subject to review and approval by the Waunakee Community School District.

With our high school brand, it is important that the district communicates to the community with a consistent, solid, and professional manner.

If you are seeking the Waunakee Community School District and its logo or the Waunakee Community High Schools and its logo, please contact the Communications Department via email at wcsd_communications@waunakee.k12.wi.us.

[Waunakee Community School District Branding Guidelines](#)

[Waunakee Community High School Branding Guidelines](#)

[Color Reference Quick Sheet](#)



School District Branding Guidelines - Additional Resources

[Waunakee Community High School Google Slides Presentation](#)

The Google document will ask you to make a copy when clicking on the above link. The header and footer will not change. Delete the text, and use the document for yourself. It will automatically add to your Google drive.

Under layout in Google Slides Presentation, there are many different options for layouts of your slides. You can select the option that you'd like.

[Waunakee Community School District Google Slides Presentation](#)

This Google document will ask you to make a copy when clicking on the above link. The header and footer will not change. Delete the text, and use the document for yourself. It will automatically save to your Google drive. This presentation is the Waunakee Community School District logo/brand.

[Logos](#)

It is very important when downloading our school district logos, you follow the branding guidelines. The rules help maintain the integrity of the brand.

[WCHS Spirit/Shield Logo](#)

[WCHS Logo with Text \(Vertical\)](#)

[WCHS Logo with Text \(Horizontal\)](#)

[Waunakee Warriors \(Vertical\)](#)

[Waunakee Warriors \(Horizontal\)](#)

[Waunakee Warriors \(Text\)](#)

*There are several versions of each logo, including file types. If you are in need of a specific file type for a vendor, social media, etc. please reach out to the Communications Department via email at wcsd_communications@waunakee.k12.wi.us.



FACILITIES

1. Facility Use by Community Organizations

Facilities within the Waunakee Community School District are available for Booster Clubs that are managed both by the school district and privately managed organizations.

Please visit our facility usage guidelines and procedures to reserve space or inquire about using our Waunakee Community School District facilities.

[School Board policy 830](#) defines the use of School Facilities.

Fees (if applicable) are approved each year in May by the School Board.

2. Scheduling Facility Use

Effective September of 2023, the Waunakee Community School District implemented a public-facing community scheduling software program. This software will allow community members, internal staff, etc. to schedule facility use within the school district. All requests for facility use will be inputted within this new system.

- If you have an event that you would like to reserve space for outside of the normal school day (Monday-Sunday), we ask that you complete a facility reservation.
- Once a request has been made, the Athletic Department will review the request and approve it, unless additional information is needed or a conflict occurs.

Reservations can be made here:

<http://events.dudesolutions.com/waunakeecsd/page/quickform>

3. Facility Enhancements

If your organization is interested in completing a facility enhancement, please reach out to the Business Office prior to the start of the discussions. School Board policy requires review and approval for any facility enhancements before a capital campaign or fundraising begins.



CAMPS/CLINICS

Waunakee Community School District supports Booster Clubs and athletic programs offering opportunities for community youth camps and clinics to support our student athletes and their programs.

Effective for camps beginning in the 2023-2024 school year, all registrations and payment will be processed through the Waunakee Community School District via GoFan. All camp expenditures will be accounted for in the District's accounting system.

Facility use and fees may apply, depending on the nature of the camp.

Camp offerings for each summer are listed on the [District Athletics website](#). The website is updated in the spring of the year for all the offerings/registrations for the respective summer camps that year/summer.

Questions regarding camps/clinics, please contact the Athletics Office at (608) 849-2103.



COMMUNICATION

It is very important that Booster Clubs keep open communication with the school district and the Athletics Office, as well as with school district employees (coaches, volunteers, etc.)

- Communication with the Athletic Office
 - a. The head coach and Athletic Department are always the first points of contact with Booster Clubs, regardless of the request. If the request needs to be routed to a different department, the Athletic Office will route the request to the specific person.
- Communication with Coaches
 - a. All communication with a Booster Club and coach **must use** the school district provided email for a coach.
- Communication with Students
 - a. The Athletics Office has organized the program HUDL App for use for communication with coaches and student-athletes. The HUDL App will be required, and purchased by the Athletics Office. All athletic programs will have access to the basic package from the school district. Because the HUDL messaging app has changed in the past year, other apps may be more useful for communication. Examples of these apps include but are not limited to:
 - i. SportsYou
 - ii. BAND
 - iii. Remind
 - b. There are a variety of functions that organizations/sporting programs can utilize in addition to the basic package of communication with this tool. Any other or additional add-on features within HUDL is the responsibility of the Booster Club.
- Communication with Booster Clubs within our School District
 - a. Information must be updated yearly to reflect contact information of Booster Clubs. Document contains names, email addresses, social media accounts, etc. for each Booster Club.
[Booster Club Database](#)
- Advertising Events Protocols
 - a. Listed on our [Community Events](#) page on the district website are guidelines for organizations wishing to distribute information through schools. Please follow the procedures carefully when submitting information.



- b. All requests follow the [Board of Education Policy 851](#), Advertising in the School.
- c. Organizations wishing to advertise or distribute information on this community webpage need to follow these steps:
 - Send your request along with a flier to district_administrator@waunakee.k12.wi.us.
 - PDF format clearly includes the start and end date of the event, as well as contact information for individuals with questions.
 - Once the request is reviewed by the District Administrator's office, the requestor will be notified if/how the submission will be posted.
 - If posted, the District Administrator's office will share the information with the Waunakee Community School District building offices.
- School District Communications Office
 - As a resource, the Communications office can be a tool that can help you with operations, communication, and advertising. Please reach out to the Communications Office (905 Bethel Circle, Waunakee) at 849.2000, ext. 8005.



STATE TOURNAMENT GUIDELINES

The Athletics Office has the following guidelines to share the expectations and support that the Waunakee Community School District provides to athletes and teams when they perform/compete at the state level.

[Athletic Department Guidelines](#)



SPECIAL EVENTS

The Athletics Office will have a sign-up each season for special event nights. Each Booster Club/Head Coach will be responsible for inputting the dates of all nights they will celebrate during their respective season.

[Sign-Up Document](#) (Fall, Winter, and Spring sports)

*Please note! These special nights are not mandatory, but suggestions for the sport/Booster Club to honor and celebrate during their season.

1. Youth Night
2. Senior Night
 - Banners: Banner hanging and the take-down are the responsibility of the senior parents and Booster Club members. Please contact Jen Lockman (jenlockman@waunakee.k12.wi.us) to schedule when you can hang the banners in the commons. You will need to provide your own zip ties.
 - For banners that will hang in the Fieldhouse-for the Senior Night game, we ask that the Booster Club members use Gaffer's tape to protect the walls.
 - If you do not schedule with Jen before the season, the Athletics Office can't guarantee you will be able to display the banners in the commons.
 - Senior Programs
 - [Collecting Senior Information from Athletes](#)
3. Parents Night
4. Teacher Appreciation Night
 - Form Templates
 - [Collecting Teacher Choices from Athletes](#)
 - [Collecting RSVP from Staff Members](#)
5. End of the Year Banquet
 - End of the year banquets are planned and held by the Head Coach/Advisor in honor of the team's season. Many times, a Booster Club committee will help the coach with this process. It is recommended that all banquets are held on-site at the High School, but special permission will be granted if a program would like to hold the event off-site. This must be approved by the Athletic Director or High School Principal.
 - School Board Policy - [522.1](#)



All functions involving our students of the school district should be completely alcohol-free and drug-free.

- Awards

All awards will be ordered from the Athletics Office. Each sport will receive 3 awards, including small (5x7) plaques and the American Legion award.

Any additional awards beyond these will be at the expense of the Booster Club.

6. Additional Booster Club Activities and Resources

- Rosters

- [Rosters - Printable Template](#)
- [Roster Card Template](#)

- Away Game Food: Away game food is not required by the Booster Club program. Please note that when weather poses the threat of postponing a game, that decision may not come from the school(s) until 2:00pm on the day of a competition.

- Photography

- A yearbook photo must be submitted for each athletic program. In order for the yearbook to meet their deadlines, team photos of each level must be completed and uploaded in a timely manner.
- Please see the [team photo submission policy document](#) for complete information. The athletic department can also take care of photo uploading by emailing us the name of the team and including the photo.
- If you need assistance in setting up a team photo day, please contact the athletic office

- Volunteers

Volunteers are the heart of our programs.

- [Committee Chair Sign-Up Template](#)

- Websites

At this time, Booster Club websites will not be linked off the district website. Our offerings at the high school level will be listed, as well as an email address contact for each sport.

- Websites maintained by teams and/or Booster Clubs must:

- Follow district branding guidelines
- Be kept up-to-date



SOCIAL MEDIA GUIDELINES

The Waunakee Community School District social media accounts are maintained by the Communications & Engagement Specialist to inform and engage the Waunakee Community School District and Community.

Social media posts occur at a minimum of once per day. Social media posts include, but are not limited to:

- Highlighted accomplishments of anyone within the Waunakee Community School District
- Relevant district information
- Emergency and non-emergency school closures, early dismissals, delayed openings
- Employment opportunities

District administrators, principals, department supervisors, teachers, coaches, booster club representatives, and club advisors are encouraged to submit pictures/text monthly to provide transparency and engagement for our school community.

All district-related social media accounts must comply with FERPA, Copyright Laws, uphold the safety and security of all students, staff, and focus on branding while maintaining a positive image for Waunakee Community School District.

We do not promote fundraisers on our district social media channels.

1. We ask that all athletic programs/Booster Clubs submit their social media pages to the Athletics Office. This helps us help you celebrate our student-athletes. Our main district social media accounts can reshare, like, comment, and engage with your programs.
[Booster Club Contact Database + Social Media Pages](#)
2. We ask that all Booster Clubs/athletic programs submit stories, pictures, text, etc. to our district social media email address to promote on our district level social channels.
You can email social_media@waunakee.k12.wi.us.
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
 - [YouTube](#)
3. Social Media Best Practices for Booster Clubs
 - It is important to select the right avenue of social media account for your Booster Club. It is not possible and manageable to use every platform for your organization, but it is important to know what the Booster Club would like to get out of the social media presence and how you can use social media to benefit



your Booster Club. Choosing the right social media platform to reach your different audiences is very important, but taking the time to understand your target audience and where they prefer to spend their social media time is crucial for the success of your channels.

- Posts to social media should focus on promoting the team and its players and coaches in a positive manner. Examples of posts that would be anticipated include, but are not limited to:
 - Photos, videos, posts of team events, games, activities, tournaments, camps, etc.
 - Game scores and highlights.
 - Upcoming team games and events.
 - Team and individual accomplishments, including awards, special recognition, etc.
 - Reposts or retweets mentioning the team in the media.
 - Posts should be objective
- Only positive and appropriate facts are to be posted. Perceptions and opinions should be avoided. Facts are to be simple, clear, and concise. Spelling, grammar, and punctuation should be correct.
- Branding and school district guidelines must be followed and used on all social media channels and communications.
- The following text needs to be included in the notes/About Me (Facebook) or BIO (Instagram and Twitter) section of the Booster Club social media accounts.
 - This account is run by the “Waunakee Booster Club”, volunteer members of the Booster Club. It is **not** an official account of the Waunakee Community School District.
 - Commenting Guidelines are required/posted on all social media channels.
 - Account is not managed or created by a school district employee, coach, etc.
 - Account is managed by a Booster Club volunteer.
 - [Example](#)
- The standard is to avoid using names unless necessary on social media posts. If there is special recognition, then it may be appropriate to include the athlete’s name. You do not need to worry about including names with your pictures, but you should always include a short description of what is happening in the photo.



- Additional Resources
[Best Social Media Practices for Schools](#)



WARRIOR MEDIA

Warrior Media students create and produce livestream broadcasts for many of the home Waunakee Athletics events, as well as game-day photography, play-by-play, video board content, and social media updates (gameday and final score graphics).

Website: <https://www.waunakee.k12.wi.us/athleticsactivities/livestream#/>

Photography Website: <https://photos.warriormedia.org/>

Social Media Channels

- Instagram: https://www.instagram.com/wm_whs/
- X (Twitter): https://twitter.com/wm_whs

PUBLIC RECORDS

Public Records Law - Wis. Stat. §§ 19.31 to 19.39

School Board Policies

Policy 823 - Access to Public Records

Policy 823 Exhibit - Public Records Notice and Fee Schedule

Policy 823 Rule - Procedures for Handling Public Records Requests

The public records law “shall be construed in every instance with a presumption of complete public access, consistent with the conduct of government business. The denial of public access generally is contrary to the public interest, and only in an exceptional case may access be denied.”

The school district, as a governmental entity, has a legal responsibility to maintain records. Those records are the responsibility of the Records Custodian – in WCSD the superintendent is the custodian of records.

View [informational presentation](#) regarding Public Records and Requests.



STUDENT FINANCIAL ASSISTANCE FUND

The Student Financial Assistance Fund is committed to ensuring that all Waunakee Community School District students and families can participate in school activities and programs regardless of their ability to pay.

If you have questions regarding the Student Financial Assistance Fund or to learn more about the Fund, please contact Teri Reible at the district office via phone (608) 849-2000. If you need assistance in a language other than English, please call the district interpreter and translator at 608-849-2000 option 2.

- The Student Financial Assistance Fund statement should be included in all written communication shared with families. **It is very important that the text is copied and pasted into emails, texts, messages, etc. when sending emails to your families, especially at the beginning of the season when families are required to pay/submit payment for Booster Club Fees or registering for the program.**

Text to be included in your communications:

The Waunakee Community School District is committed to ensuring that all students and families can participate in their school communities regardless of a family's financial situation and ability to pay. Scholarships or payment plans are available to any student who has been approved for the free/reduced meal program, and may be available to any student whose families have a financial need due to unique circumstances. Please contact your school building social worker to learn more about these opportunities. If you need assistance in a language other than English, please call the district interpreter and translator at 608-849-2000 option 2.

- The Student Financial Assistance Fund will automatically cover Booster Club Fees, as well as school district athletic fees for students approved for Free and Reduced Lunch. The families will NOT need to make the Booster Clubs/Coaches aware of this payment. The Student Financial Assistance Fund will work with the Athletic Department when fees are due, etc. for payment.

Text to be included in your communications, as well:

If you are approved with the Waunakee Community School District Free and Reduced Lunch program, your Booster Club Fees and Athletic Fees will be waived. You do NOT need to disclose this information to the Booster Club members. The Student Financial Assistance Fund will take care of this.



- Additional Student Financial Assistance Fund Resources
 - [Presentation](#)
 - [Website](#)
 - [BOUND Fundraising](#) of the Student Financial Assistance Fund



BOOSTER CLUB BEST PRACTICES

The following best practices are highly recommended to minimize legal liability for any Booster Club organization:

- All Booster Club members must be made aware that no individual should personally benefit from the organization's activities, but be focused on the benefit of the students and the programming.
- Individual Booster Club members are not employed by the District and are not representatives of the District for purposes of this Policy. Consequently, Booster Clubs must be careful to avoid giving the imprimatur of the District.
- To avoid the appearance of an actual conflict of interest, a coach/advisor should not be part of any decision making/approvals that result in any financial benefit to the coach.
- All Booster Club members are expected to follow the same standards of conduct as District employees when chaperoning, sponsoring, or attending student activities.
- Use a general email (like Gmail) for all communication within the Booster Club organization. This way, when there is a change in leadership, the Booster Club will just need to update passwords and document access.
- The treasurer of the Booster Club should be working with the school district to keep the financial reporting tool up-to-date. Please reach out if you have questions or concerns. The Financial Reporting Form (FRF) will be submitted to the Athletic Office by July 15 of the District fiscal year.
- All meetings should be properly communicated and posted for all members of the organization. The notice should clearly state the date, time, and location of the meeting and items to be discussed. The Booster Club organization may use the school facilities for their meetings with proper prior approval through the Facilities Rental Process.
- No coercion (actual or implied) may be exercised in fundraising activities and no student or teacher is required to raise any particular minimum money or sell any minimum number of tickets, etc. There can be a recommended amount per athlete/student/family.



ADDITIONAL RESOURCES FOR BOOSTER CLUBS

[Waunakee Community School District website](#)

Waunakee Community School District - [Athletics website](#)

[Internal Revenue Services](#)

[Waunakee Booster Club Contact List](#)

NATURE OF ACKNOWLEDGE FOR BOOSTER CLUBS

Each Booster Club must acknowledge the Booster Club Handbook and submit in writing the action of reading/receiving the document. Failure to abide by this document may result in the ability to attend in future athletic events and participate as a Booster Club member.

This document must be submitted to the Athletics Office. This acknowledgement should be completed by digitally signing this Google Form: <https://forms.gle/9Fbv2bsJifusaXoAA>

DISCLAIMER

This handbook serves as a resource for Booster Club volunteers, members, coaches, students, and families in partnership with the Waunakee Community School District. It is meant to provide guidance and information related to supporting our student athletes within our athletic programs, but should not be viewed as a legally binding document.