



## **Event Manual**

*Prepared Exclusively for ATA Licensees*

***"Today Not Possible. Tomorrow Possible."***



## **Greetings ATA Licensees and Instructors!**

Thank you for helping us celebrate Founder's Month by hosting a Board Break-A-Thon (BBAT) event to benefit the H. U. Lee Memorial Foundation. It's only through the ongoing efforts of dedicated licensees that we are able to continue awarding scholarships to deserving students nationwide.

All of us at the ATA Headquarters and the Foundation are so grateful for your commitment to our organization. We know you are busy and face challenges every day as you work to grow your school and instruct your students. With this BBAT Event Manual, we believe we have developed a program that can accomplish several things at the same time.

- Our first priority was to develop a program to help you get new students into your school with a low cost, high-impact method. We realize that only through your success can we be successful. This program is designed with you in mind from start to finish.
- When you hold a BBAT event during Founder's Month in October, you not only raise funds for the Foundation, you also help raise awareness of the Foundation and our college scholarship program.

The Foundation staff is available to assist you in any way possible. They are committed to your success offering their support, resources and guidance.

You can reach the Foundation at [hulf@ataonline.com](mailto:hulf@ataonline.com).

Thank you for your support of the H.U. Lee Foundation. For years and years, Eternal Grand Master gave selflessly to those in need throughout the world. Now, it is our turn to give back in the name of our Founder, the late Haeng Ung Lee. Through his motto, 'Today Not Possible, Tomorrow Possible' he taught us to embrace and seize the future with faith, hope, and tenacity to see our dreams come to fruition.





## About the H.U. Lee Memorial Foundation

In 1992 the ATA established the H.U. Lee Memorial Foundation to honor its founder, Eternal Grand Master H.U. Lee. He was an extraordinary man and visionary who committed his entire life to making the world a better place through education, respect, and philanthropy. He had a love for people, especially children, and through his international martial arts organization, he helped make their dreams a reality.

The H.U. Lee Foundation is a private, non-profit organization dedicated to the promotion of respect, discipline and courtesy through the martial art of Songahm Taekwondo.

Since 1995, the H.U. Lee Memorial Foundation has provided over 1,400 students with over \$1,200,000 in scholarships to continue their education.

The ATA pays all administrative costs for the Foundation so that 100% of the funds raised go directly to college scholarships.

## Foundation FAQ's

### How does my child or student apply for a scholarship?

The scholarship applications are available on the Foundation's website ([huleefoundation.org](http://huleefoundation.org)) each fall. The application deadline is February 15th of each year.

### What are the requirements to apply?

The full requirements are listed on our website. The requirements are minimal, including a GPA requirement, SAT/ACT score, acceptance into an accredited college and two letters of recommendation.

### What's the difference between the National and Regional Scholarships?

The National Scholarships range from \$2,000 – \$8,000 and are paid in installments during the course of the student's college career. Regional Scholarships are usually a one-time payment of \$500 or more.

### How much is given in scholarships each year?

The amount we award depends directly on our fundraising results from the previous calendar year. Simply put, the more money we raise, the more we give in scholarships. We aim to provide something to every qualified applicant.

### How many applications do you usually receive?

On average, we receive more than 100 applications annually. Nearly 100% of qualified applicants



are awarded a scholarship.

### **What do you mean when you say 75% of the money I raise goes back to my region?**

When a school owner or instructor holds a fundraiser for the H.U. Lee Foundation, 75% of the money raised is available for Regional Scholarships for students in that owner/instructor's region. The other 25% goes to fund the National Scholarships. When you raise money for the Foundation, you're directly helping your students continue their education.

## **Board Break-A-Thon Event Overview**

A BBAT is an event hosted by you and your school. The participants, who raise money for the Foundation, come from your current students, their friends and family members and even other community organizations.

As the sponsor and host, you invite your current students to form teams, preferably of 8-15 people who are not currently students at your school. They can ask their friends and family to join their team and help raise money for the Foundation. These team members are your potential new students! As you publicize the event and get the word out in your community, you can invite other community organizations to participate...even more potential new students for your school!

In the weeks before the event, we encourage you to hold at least one BBAT Team Training Day where the teams come to your school and practice breaking boards. This is a great opportunity for you to meet these potential students face-to-face and for them to see the inside of your school.

An Event Timeline is included in the Appendix to help you plan a successful event.

By the time the BBAT event is over, you will have established a relationship with hundreds of potential new students. The rest is up to you!

## **Set A Goal**

We encourage you to set a goal of at least \$1,000 for your BBAT event. \$1,000 might seem like a large goal, but it only takes 20 students raising \$50 each to raise \$1000! Of course, we hope some of our schools will raise even more!

In addition to setting an overall goal for your event, it's very important to set a goal for each participant because this will give them something to work towards. We suggest at least \$25-\$50 per person.

You can also set a goal for a total number of boards to break. Ask each participant to set a goal for the number of boards they will break during the event. This will help generate a lot of enthusiasm and excitement the day of your event!



## Host a BBAT ... And Sign Up At Least 40 New Members!

How will the event help you to sign up 40 new members for your school? Follow these simple steps and you could have hundreds of prospects participating in your event, and many of them in your school at least once prior to the event.

- Each of your students who participate in the event will form a team of up to 10-15 people per team. They should not be able to invite other ATA students/families to join their team, instead inviting friends, neighbors, family members, etc. Here are the potential numbers:
  - A typical ATA family of 4 invites 6 guests to join their team.
  - 40 students/families participate and form teams for a total of 240 non-members in your school breaking boards for the Foundation.

Now do the math using the number of students you believe will support the event in your school:

**Number of students/families who will form teams: \_\_\_\_\_ x 6 non-members =**

**Total number of non-members in your school \_\_\_\_\_**

- The day of the event is not the easiest time to sign up new members because the focus of you and/or your staff is on running the event. Without a strong sales process the day of the event, you could still receive several new students. However, to capitalize on all of the prospects, you should hold a least 1 special Team Training Day prior the BBAT event. Choose a Saturday and invite the teams in to learn how to hold and break boards. This is the time to offer an enrollment special to team members. Hold the training session immediately following one of your classes so the prospects can see your program in action.
- When your students are out collecting donations, make sure the kids go in their uniform with their parents. Teach them how to be respectful, courteous, and confident (use their Leadership skills) when asking for donations. Provide them with "VIP Cards" with an offer for free classes for a month or a discount on membership fees to hand out to everyone they ask for a donation, whether they give anything or not. If the person says they are not interested in the VIP offer, instruct them to say, "Please feel free to give it to someone who you think will enjoy it." If the average child talks to 25 people and you have 40 students are seeking sponsors, you have just distributed 1,000 VIP cards in your community!
  - Newly designed VIP cards are available on [huleefoundation.org/board-break-a-thon](http://huleefoundation.org/board-break-a-thon) and in the appendix of this manual. They can be customized and personalized with your school's information.

We hope this effort will allow you to sign up at least 40 new members. This does not include the value that you will receive from the free publicity for your event and business to business contacts leading up to and after the event.



## Other ideas for growing your business through a BBAT event:

- If you get local businesses to sponsor your event (food, prizes, etc), give their employees VIP Cards or a special discount.
- For each business sponsor of a certain level offer to do a free class or program for the employees and their families such as a self-defense seminar or a Leadership training seminar.
- For each business sponsor, give a Karate for Kids scholarship (6 months or a year of free training) to a child who meets certain criteria such as citizenship or grades. Work with a local school to select the recipients and maximize your and your sponsor's exposure at the school and in the media.

## Team Fundraising

Most of the fundraising will be done prior to the event. The simplest and most cost-effective way to raise money is to have your students form teams that will get donations for their participation in the board-breaking event. As stated earlier, set a goal for each team member to raise at least \$25 – \$50 (or more). For every participant who raises at least \$25, the Foundation will provide a free t-shirt. Please see the "Foundation Resources Available" on page 18 for more information on ordering t-shirts for your participants.

Encourage your participants to ask for flat donations, such as \$10 or \$20, rather than a pledge for each broken board. This will keep things simpler for your participants and donors. It saves time from having to go back and collect pledges after the event. In addition, you don't want donors upset because the participant broke a larger number of boards than expected.

Give each participant a Sponsor Form (see Appendix) to track their donations. We also suggest you give each participant an envelope in which to keep their donations. Just staple a plain envelope (or one printed with your school's information) to the Sponsor Form.

Make sure you set a deadline for turning in donations. If your deadline is the day of the event, make sure you'll have enough help to total up the donations so you can announce the top fundraisers and hand out prizes at the end of the event.

## Online Fundraising

Use the power of the internet to increase your event's fundraising and promote your school at the same time! Online fundraising is a quick and easy way for your BBAT teams to raise money.

We recommend using the First Giving website which allows anyone to create a personalized webpage, including pictures, to collect donations. After creating their pages, participants can send out an email to their friends and family with a link to their page. The email recipients click on the link and



make a donation with a credit card.

We suggest you provide your students with information about your school, a link to your school's website and the BBAT event to include on their personalized webpage. A Sample Fundraising E-mail is provided in the Appendix.

To create a fundraising page for the Foundation, go to: [www.firstgiving.com/21852](http://www.firstgiving.com/21852). You can see your participant's fundraising totals on this page as well.

Online fundraising not only increases fundraising, but it also makes things simpler for you by reducing the amount of money you have to handle and process. Each month, the First Giving sends a check directly to the Foundation for the donations received online. Foundation staff will make sure you receive credit for anything raised online. Just let us know about it and we'll do the rest!

## Corporate Sponsors

Corporate sponsors can be an important source of fundraising and other supplies for your event. The H. U. Lee Foundation is a registered 501 (c) 3 non-profit organization. That means that all donations to the Foundation are tax deductible which is a very valuable benefit for many businesses in your community.

### Sponsorship Tips:

- Make sure you have several clearly stated benefits the company will receive in exchange for their donation. Some ideas include:
  - Free classes at your school for their employees and families.
  - Their company banner displayed in your school for several weeks before and after the event.
  - Recognition (their company name/logo) in your school newsletter and website.
  - The opportunity to have a company representative at the event to say a few words about the company and the services they provide.
  - A press release and picture sent to the local newspaper highlighting their donation.
  - Frame some boards, add a plaque/inscription and present it to your sponsors to display in their business.
- Start with your students and families. Find out who has a business or works at a company that would like to get involved. Make this announcement at a testing or other well-attended event. You'll be surprised how many people will raise their hands.
- Go to the businesses and organizations that have supported other youth organizations in your community. Look through your local newspapers for announcements and pictures about other fundraising events and who is sponsoring them.



- Ask your business associates and contacts for their suggestions about who you should talk to.
- Ask your local Chamber of Commerce for advice and they may give you several resources and sponsor prospects.
- Think about businesses that could benefit from advertising to your customers, such as businesses that cater to young families and health/nutrition oriented businesses.
- If you are uncomfortable talking to business owners, drop off or send the Sponsorship Letter (see Appendix).
- Get a student or family to head this effort. A parent who has raised money for other organizations is a great prospect!

### **In-kind Donations:**

Keep in mind that many businesses may not give money, but will gladly donate product or services ("inkind donations"). Restaurants, grocery stores, movie theaters and other retail shops are great for getting donations that you can use for prizes, raffles or auctions. You can also get food and drinks donated for the Team Training Day as well as the event day. Be sure you take advantage of these opportunities!

### **Store Displays:**

Grocery stores and other large lot stores (i.e., Wal-Mart, Lowe's, Sam's Club) are usually willing to let you set up a display outside their store to promote your event and raise money. To take advantage of the booth set up at a store, use an EZ-up or simple table set up. Take brochures, VIP Cards, banners, display items, etc. Have handouts about the event as well as information about your school. Be prepared to make appointments and accept donations for your BBAT event. You can use your staff to man the booth, as well as your students. The most effective way to distribute information is to have a few of your students – in uniform – pass out information to those who enter/exit the store.

You can also set up a board breaking station to draw activity. Allow people to break a board for a donation to the Foundation. Have a donation jar and clipboard with a very simple information sheet which captures their name, email and phone number. This approach explains the idea of your event (which you invite them to attend), gets them excited about doing a unique activity (board breaking), and allows you a few seconds to be an Instructor and show the ATA magic – while raising money for your event.

Give the store as much publicity and recognition within your school, at the BBAT event, and within your community as you can, and you will earn a solid relationship with them for many years to come.



## Restaurant Fundraisers:

Ask a local restaurant if they are interested in working with you to gain new customers in exchange for a donation to the event. Restaurants are usually willing to provide a percentage of sales for those you drive to their restaurant during a pre-sent time from one day to two weeks. Ten to twenty percent is a typical amount.

Promote this to your students, families, and friends. Have an “ATA Week at XYZ Restaurant” and give flyers to everyone. If you use a local restaurant, promote it within your community. If you use a chain restaurant, work with other school owners in your region and set it up with the chain restaurants throughout the region. If there’s an ATA tournament prior to your event, promote it and pass out flyers at the tournament so you can get a much broader effect. You can also post the flyer on your school website. The key is to get your flyer in as many hands as possible.

A unique spin on this type of fundraiser is a “Celebrity Waiter” event. Your students, parents and instructors provide the wait service and the restaurant provides a percentage of sales. And all tips go toward your event! This is a fun event that’s sure to generate a lot of interest in your community!

## Potential Sponsors

In addition to local businesses in your community, many large national or regional chains will sponsor your event. Below is a list of companies and some details about how to best approach them.

- **Albertsons:** “Albertsons grocery stores sponsored our event for \$350, offered pallets of water, provided cases of quality bags needed to hold giveaway items, and most importantly, offered to allow us to set up a booth in front of their stores whenever we wanted to promote the event. We set up for a few hours and received numerous leads, set appointments, received donations, and benefited from great exposure.”
- **Applebee’s:** Applebee’s has a fundraising program where they’ll donate a percentage of sales from a specified day(s) for every customer who brings a flyer about your event. Contact the manager for more details and instructions.
- **Kohl’s:** Local stores have a budget for donations to local events and will also provide employees to volunteer and help with your event. Contact the store manager for the form to complete. They will give up to \$500 each month. You will need a copy of the Foundation’s 501(c) 3 status letter which you can obtain by emailing the Foundation at [hulf@ataonline.com](mailto:hulf@ataonline.com).
- **Lowes:** “Lowes provided free boards for our event (we only used the real boards during opening ceremony) and offered to allow us to set up in front of their store to promote the event.”



- **Pizza Chains:** Most national pizza chains are usually very willing to donate up to 10-15 pizzas for events. We suggest contacting the managers of these restaurants at least 1-2 weeks before your event to ask for a donation. Some to try include: Dominoes, Little Caesar's, Papa John's and Pizza Hut.
- **Target:** Local Target stores have funds available to provide grants to local organizations. We're working on getting more details. Contact your local store manager for more information.
- **Wal-Mart:** Everyone's favorite retailer is also a great source of funds for your event. Each store manager is provided an annual budget for local "community investment grants." The key is to get to know your store's manager and fill out the application early – at least 3 months before your event. But even if you don't have that much time, you should still submit an application. Typical grants range from \$1,000 to \$1,500!

***Please send us your success stories with any  
national or regional companies so we can add them to our list!  
Email the Foundation at [hulf@ataonline.com](mailto:hulf@ataonline.com).  
Thank you and good luck!***

## **Make It Personal**

If you have any high school students who plan to attend college, make them your "honorary ambassadors." Explain that they are eligible for the Foundation's national and/or regional scholarships and dedicate the event to them and their future education. Remind them that 75% of the funds raised go directly back to your ATA region for Regional Scholarships. That means the more your event raises, the more money will be available for your students to get scholarships. Of course your "honorary ambassadors" should be among your first students to form their own BBAT teams!

If you do not have any students who will be seeking a scholarship, share the ATA story and Eternal Grand Master Lee's vision for education. Explain that by helping the H.U. Lee Foundation, they are continuing Eternal Grand Master's vision and honoring his memory. Holding the event during Founder's Month will make it even more meaningful for your students.





## Getting Started – Form a Committee

You may want to recruit some volunteers to help you plan your BBAT event and especially to help with the day of so you can focus on interacting with your participants. Below are some tips and suggestions for how to organize your committee. Depending on the size of your event, you may not need all the positions listed... or you may need more! Customize it to fit your needs.

- Invite a couple of people to take ownership of key areas, keeping in mind that you will remain in charge. Be sure they are people you can trust and depend on. Your committee chairs might include:
  - **Corporate Sponsorship** – responsible for securing donations from local businesses and organizations.
  - **Fundraising and Entertainment** – responsible for any other fundraising and entertainment activities during the event. See “Event Day Fundraising and Entertainment Ideas” section for ideas and suggestions.
  - **Publicity** – responsible for preparing press releases and pictures for local media and distributing posters and other promotional material throughout your community.
  - **Board Breaking** – responsible for recruiting people to help with board breaking and supervising all breaking activity during the event.
  - **Logistics** – responsible for planning and securing all supplies needed for event day (see Appendix for Supply Checklist).
  - **Event Volunteers** – responsible for working with the rest of the committee to recruit and organize all the event day volunteers. Make a list of all the volunteers needed and add 25% more to make sure you have enough.
  - **Accounting** – responsible for collecting and tracking all expenses and donations from teams for awards and prizes. Also responsible for ensuring that all donations are submitted to the H.U. Lee Foundation within two weeks of event completion.
- Make sure to have an agenda (see Appendix for a sample) for your committee meetings and follow it! Getting off track will cost valuable time and possibly even volunteers.
- Remember to take notes during your meetings and send them out after. The notes don’t need to be fancy. A list of action items, deadlines and decisions that were made is all that’s need to help keep everyone on track.
- Make a committee roster with the name, phone numbers (cell, home, work) and e-mail addresses for all committee members. Email is a quick, easy and inexpensive way to communicate with your committee members.



## First Committee Meeting

Here are some decisions to make during your first committee meeting and suggestions to make your event as successful as possible.

- **Event Name:** This is very important, as it should be on everything from letterhead to t-shirts. We recommend the following: "The [insert the name of your school] Board Break-A-Thon to benefit the H.U. Lee Memorial Foundation." You can even add a tagline such as "in honor of the ATA's Founder's Month."
- **Event Date:** Founder's Month is October so we hope you'll choose to hold your event at that time. This will allow you to join with other ATA schools across the country and expand the scope of the event. Generally speaking, Saturday works best as most of your participants will probably be children. If you plan on having a special guest make sure you check their schedule and everyone else involved. Remember to confirm the date with your location.
- **Location:** Of course the best and easiest place to host the event is at your school. You won't have to worry about transporting materials and supplies to another location, plus it brings prospects into your school. However, you may determine that you will get better exposure and participation by having it at high profile or high traffic location. Here are some suggestions for alternate locations:
  - Restaurant parking lot – they can be a sponsor with money and/or food
  - Indoor mall
  - Local elementary or high school
  - Corporate Sponsor's location – this can be a big incentive for them to sponsor your event. Book early as they may be scheduling demands or corporate approvals that may take time. Some of these places will want to charge. It is important to try and get the space for free, so send your best salesperson and make it clear they understand that this is a charity event and expenses must be kept to a minimum.

Remember to make sure your school insurance is current and up to date to cover your event. If you hold the event at a location other than your school, the location may require that you add them as an additional insured to your policy for the duration of the event.



- **Event Goal:** You teach your students to set goals and this can be a great opportunity to reinforce this life skill. We encourage a minimum goal of \$500, but don't let that limit you! Be sure to include the goal on everything you hand out and make sure all of the students know what your goal is.
- **Special Guests:** Special guests always add attraction to any event. Consider a Master or high rank who will make an impact on your students. Proper etiquette when asking a guest to come to your event is the same as to a testing or tournament. Having someone who has done a similar board break event before can be a major help. Other suggestions include local/state elected officials, police and fire officials, school officials, athletes and local broadcast figures. Any of these will attract attention and are usually happy to help with charity events. Note: If you invite political candidates, please review the rule referring to political activities included in the fundraising guidelines at the end of this manual.
- **Publicity:** Get started with your publicity campaign early. Try to find someone inside your school who has involvement with your local media. Volunteers who have handled publicity for other charitable events are a great resource. Here are some tips to keep in mind:
  - 6-8 weeks prior to the event send a press release with the event details (see Appendix for a sample).
  - Send press releases and pictures of any corporate sponsors and large donors.
  - 2 weeks prior send a press release/photo opportunity inviting the public to attend the event. Send your PSA (Public Service Announcement) to your local radio stations to promote your event (see Appendix for a sample).
  - 1 week prior follow up with personal phone calls.
  - Set a goal to be on the local news channels with some of your kids breaking boards, ideally your scholarship candidates. Ask your local radio stations to do a "live remote" which will greatly increase your attendance.
  - Leverage the national scope of the event. Hundreds of people across the country will be breaking boards during Founder's Month. The Foundation staff is happy to assist you with your publicity efforts with press releases or interviews.
- **Event Day Fundraising:** Start early on your event day fundraising activities. See "Event Day Fundraising and Entertainment" section for some ideas. Remember to delegate tasks to your committee and set deadlines.



- **Brainstorm Session:** Do a roundtable discussion and let everyone have a chance to give his or her ideas. Listen closely and take notes – you’ll be amazed at the amount of resources available in your group. Start with the “shotgun approach” – collecting all ideas, and then you can aim closer at the ones that will work. Try to keep track of who had what ideas so you can follow up with them and see where they are with it at the next meeting. Have someone take notes and email these out to the committee, keeping them informed and accountable.

## Event Day Logistics

The format presented here is for a 2-hour event. The format and structure for breaking boards is extremely simple, and it creates an incredible amount of energy and excitement. If you plan to have an Exhibit/Vendor area and/or a Kid’s Play area, the event can be 3-4 hours, with these areas open 1 hour prior and 1 hour after the event.

### How it works:

- Teach everyone to do a palm heel strike or hammer fist strike. These are the safest and easiest for all participants and make it easy to break quickly.
- Form the teams into lines of breakers. Place team members in the same line. You can have multiple teams in the same line if needed.
- The floor space and number of participants will determine your layout, but it’s easy to plan for 10 lines.
- The first person in line breaks their board then runs to back and the next person steps forward to break. This continues until the time is up.
- Have 1 board counter, 1-2 board holders and 1-2 board preparers in each line.
  - After each rotation, have the counter announce how many boards the line broke. Use a white board or dry erase markers on mirrors to keep a running total.
  - The board holders reconnect the board after each break.
  - The board preparers should be ready to hand the holders a ready-to-use board at any time should they need it. They can also help keep the line organized and under control.

### Timing:

- Total breaking time is 1 hour; however, it’s a good idea to break it up into 6 10-minute sessions (recommended) or four 15-minute sessions. This will give your breakers and holders a rest.
- Fill your breaks with additional fundraising activity or entertainment (see below for more details).



- Plan on breaking a board every 4-5 seconds or 10-15 per minute. With ten lines, that's 6,000 – 9,000 in one hour.

### Tips:

- There's no reason to incur the cost and hassle of using #2 pine boards. Use the re-breakable boards you already have and/or get a few additional ones for the event. If you have special guests you can use real wood for a ceremonious opening break, otherwise, real wood is not needed.
- Use white-orange boards for small kids; green boards for older kids and adults; blue boards for adults/men. You can also use green boards for everyone to make it easier.
- Maintain the structure and high energy.
- Keep the lines straight, and have all the breakers return to the end of the line in same direction.
- Have the breakers jog in place or another simple exercise while in line to promote fitness and energy.
- Play music during the breaking sessions to keep everyone going.
- Use "coaches" for each line to encourage and motivate breakers. Parents are great assistants to help with coaching and counting.
- If you choose to have the teams compete for the number of boards they can break, then you will make a line for each team.

## Event Day Fundraising and Entertainment

You can use the time during before and after the board breaking as well as during rest breaks to add extra fundraising activities and entertainment.

- **Food:** You can sell simple but high-profit food like hot dogs, chips, pizza and drinks. Many grocery stores or restaurants will donate these items. You can also find a restaurant to cater the food for free in exchange for sponsorship. Or ask your members to bring baked goods to sell. There is no cost to you so it will be 100% profit and allow your students another opportunity to get involved.
- **Auction or Raffle:** You can auction or raffle items donated by local businesses, such as gift certificates, gift baskets and other products. Private lessons from you and your staff or a free membership to your school could raise a lot of money. Merchandise from your pro shop is also a great item to include. Note: If conducting a raffle, please be sure to follow all local laws and regulations regarding small games of chance.



- **Rally Board Breaks:** You can raise significant money with these “specialty breaks.” Pass the hat and collect money to see you or one of your instructors do a special break such as a power break or blind-folded spin kick. Or you can use the special guests at your event to do a break for extra donations: “Who wants to see the Mayor break a board? They’ll do it for \$100 so dig in your pockets ...”
- **H.U. Lee Foundation Store:** Contact the Foundation (hulf@ataonline.com) to order a Foundation Store kit. The Store kit includes a variety of Foundation/ATA merchandise that you can sell at no risk – just return whatever isn’t sold. Please allow 2 weeks to receive your order.
- **T-shirts:** Design and sell an event t-shirt. Ask your local t-shirt vendor to donate the shirts or give them to you at cost. If that doesn’t work, try to find a business to sponsor the shirts in exchange for printing their name (and the names of your other sponsors) on the back of the shirts. Keep in mind the size of your event when placing your order; you don’t want to have a bunch left over after your event.
- **Kids Play Area:** Contact a local company about donating a bump-n-jump or other kid’s games. You can charge per use or a flat fee for unlimited use. You’ll definitely want a committee to be in charge of setting this up and running it. It’s a good idea to use adults and not teenagers to keep everyone safe.
- **Face Painting / Clown / Balloon Tying:** Set up a face painting booth with all of the proceeds going to the event. Or get a volunteer clown to perform and have all proceeds go to the Foundation.
- **Vendors/Exhibit Area:** To add draw more people, consider setting up a vendor area. These can include your sponsors and other local businesses that have products or services that cater to your customers. Consider approaching the following types of businesses:
  - Network marketing companies (independent distributors are always looking to sell products and reach new people).
  - Neighbor businesses in your center or near your school.
  - Chiropractors, physical therapists or child-care providers.
  - Invite a massage therapist and have them donate the proceeds.
- **Video and Photos:** Try and get a professional or true quality videographer/photographer. You’ll be able to:
  - Produce a sales video to help secure sponsors for future events.
  - Sell videos and photos to your students as a continued fundraiser.
  - Give copies to your sponsors to build rapport and community goodwill.



- Make sure all of your teams have an opportunity to take a team photo. You can have the pictures printed and present them to your teams as a “thank you.”
- **Entertainment:** If you schedule your board breaking sessions for 10 minutes, you’ll have 5 breaks in the event. An auction or other activity may take 1-2 of these breaks. For the other breaks consider the following entertainment:
  - Have your Demo Team perform or put together a demo with your Leadership students.
  - Have scholarship candidates or past winners speak about their plans for the future and how your program and the Foundation have helped them achieve their goals.
  - Invite one of your sponsors or other community organizations to perform (dance, music, etc.). Remember, the more people at your event, the better!

## Other Tips

- **Prizes:** Determine ahead of time what your award categories are. Examples: top individual fundraisers, top fundraising teams, most boards broken (individual and teams), most spirited team, best technique. Another great idea for a prize is for the student who brings the most friends/has the largest team. You don’t need to buy expensive trophies or other items for prizes. It’s usually not very difficult to get items donated from local businesses that make great prizes. For example, movie passes for the local theater and restaurant certificates make great prizes. You can also get several small products from local businesses and package them together in a nice gift bag for a larger prize.
- **Tables and Chairs:** Try to get a rental company to donate all of the tables and chairs. If you manage the pick-up and return, this is usually an easy sponsor to get and a cost saver.
- **Power:** If you hold the event outside you will need external power. Consider power needs (music, PA system, food prep appliances). Extension cords may work. If you need more, ask a rental company, perhaps where you get your chairs and tables, to donate a generator for the event.
- **Trash:** Approach the local trash company and ask them to donate all of the trash cans and liners for the event.

## Multi-School Events

If your market has several ATA schools, you should consider having a joint event. The impact of having a large event is significant, as you can greatly increase your exposure and fundraising. A few things to consider for a multi-school event:

- Assign a Leader to coordinate the event, with support from the other schools.
- The event location should be a venue with a big public draw and if possible, centrally located for



all ATA schools.

- Coordinate efforts to solicit corporate sponsorships so they are not receiving visits from multiple schools

## Foundation Resources Available

The H.U. Lee Foundation is committed to doing all we can to help you succeed. We have developed several resources available at no cost to help you host a fun and successful BBAT event. All resources are available on our website ([huleefoundation.org](http://huleefoundation.org)) or by contacting the Foundation staff at [hulf@ataonline](mailto:hulf@ataonline). Following is a list of resources available for your use. Thank you for your support of the H.U. Lee Memorial Foundation!

- **Event Manual, Samples and Templates:** This manual, as well as the samples and templates in the Appendix, are posted online. The samples and templates are included in the manual and are also posted individually so you can download and edit them as needed.
- **H.U. Lee Foundation T-shirts:** The newly designed t-shirts are available for every participant who raises at least \$25. To order t-shirts for your participants, please complete the "BBAT Materials Order Form" in the appendix and email it to the Foundation at [hulf@ataonline.com](mailto:hulf@ataonline.com). Please allow at least 2 weeks for delivery.







# H. U. LEE MEMORIAL FOUNDATION FUNDRAISING GUIDELINES AND AGREEMENT

Thank you for your interest and enthusiasm in conducting a project to benefit the H.U. Lee Memorial Foundation! Your efforts help us “Make today’s dreams tomorrow’s possibilities” by helping students continue their education.

The H.U. Lee Memorial Foundation is a non-profit organization established in 1992 by the American Taekwondo Association in order to perpetuate and honor the memory of its founder, Eternal Grand Master H.U. Lee, and his vision of making children’s dreams possible. Its purpose is to allocate scholarships to recipients for post secondary education; thereby providing education and leadership development opportunities to students whom exemplify qualities of perseverance, dedication, and the courage to overcome great odds.

The H.U. Lee Memorial Foundation strives to assure that the legacy of Eternal Grand Master H.U. Lee’s philanthropic commitment will be carried forth in the personal and academic lives of these young people as they assume leadership roles throughout society.

The H.U. Lee Memorial Foundation developed the following guidelines to assist you with your project and to ensure that the Foundation is adhering to all appropriate regulations and laws. We appreciate your assistance!

- **Before You Start:** The H.U. Lee Foundation requests that you carefully consider your fundraising efforts. During the planning of any event ask these questions:
  1. Is it ethical?
  2. Is it offensive to any group?
  3. What is the financial risk/outcome?
  4. Do I have unanswered questions or any doubt? (If so, call the Foundation )
- **Expense Planning:** When holding a fundraiser where expenses are incurred, you should ask the following questions before moving forward:
  1. How will expenses be paid?
  2. Where will funds for these expenses come from?
  3. Is the revenue worth the effort of volunteer time?



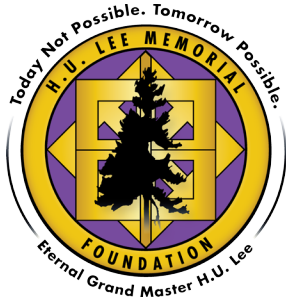
- **Responsibility for Expenses:** Any expenses incurred during a fundraiser are the sole responsibility of the individuals contracting for the goods and services.
- **Taking Expenses Out of Events:** The sponsoring person or group of the fundraising event must consider any expenses incurred in production of the event as a donation. If the group wishes to take expenses out of the proceeds of the event, checks MAY NOT be made payable to the H.U. Lee Foundation and will not be tax deductible. Cash donations may not be used to cover expenses. We suggest that if an individual or group wishes to hold a fundraiser that will have expenses, they develop a plan to secure sponsors for the event. These sponsors would then make their donations directly to the vendor providing the services/goods. These donations would not be tax deductible; however, the group could provide benefits such as promotion, recognition and publicity to sponsors.
- **Distribution of Fundraiser Income:** If your fundraiser is conducted and promoted in support of the H.U. Lee Foundation, all proceeds must go to the Foundation. The organizing group or any individuals involved with the event may take no fees, commissions or salary.
- **Proper Handling of "H.U. Lee Foundation" Checks:** All checks made payable to the H.U. Lee Foundation and forwarded to the Foundation within 30 days for proper deposit and receipting.
- **Opening Special Bank Accounts:** No bank accounts may be opened under the H.U. Lee Foundation, ATA, WTTU or STF names.
- **Use of Logo:** If the H.U. Lee Foundation name and/or logo are used on any promotional materials (print or broadcast), please contact the Foundation staff for approval of the use of the logo. Appropriate wording for any promotion is as follows: "A portion of the proceeds from (event name) will benefit the H.U. Lee Foundation." Neither the Foundation nor ATA name nor logo may be used in any way that may appear as a trademark or endorsement of any product(s).
- **Acknowledgment Letters for Donated Items:** The H.U. Lee Foundation will gladly provide acknowledgment letters for items donated to any event. You are responsible for forwarding the donor's name, address, phone number, and the description of the gift to the Foundation within two weeks of your project. The acknowledgment letter will state the description, not the value, of the donated item.
- **Small Games of Chance/Raffles:** Because laws vary from state to state, you should contact the attorney general's office in your state and comply with any applicable laws regarding games of chance/raffles. The same process should also be followed for online auctions. We ask that you help us respect state and local laws when planning fundraisers. For any prize (cash and non-cash) that is valued at \$600 or more, the H.U. Lee Foundation is required by the IRS to issue a W-2G form. If you plan to hold a small game of chance/raffle with a prize fitting these criteria, you must



notify Foundation staff at least 3 months in advance of your project for appropriate handling.

- **Sales Tax-Exemption:** Individuals and groups are not permitted to use the H.U. Lee Foundation's Federal Employer Identification number when directly purchasing materials or supplies for their fundraisers from suppliers/vendors. Both state and federal tax laws specify that groups raising funds independently to later provide financial support to the Foundation are prohibited from claiming exemption from state and any other applicable taxes on such purchases.
- **Insurance Liability:** The H.U. Lee Foundation cannot be responsible for insurance coverage liability or liquor licensing for any outside sponsored event due to the fact that the Foundation does not have control of nor is present for the activities at such an event. This will be the responsibility of the individual or group hosting the event. We suggest that groups conducting fundraisers requiring insurance coverage ask a local insurance agent/office to donate the coverage.
- **Political Guests:** The H.U. Lee Foundation is a non-profit organization that cannot support or oppose political candidates or parties. You can invite current legislators to attend your fundraising event; however, you should emphasize to the legislator in writing that the Foundation is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at the event. Violation of this prohibition can result in revocation of the Foundation's non-profit, tax-exempt status. Giving a specific candidate complimentary passes to an event that others must pay to attend is also prohibited.
- **Conflicts of Interest:** The H.U. Lee Foundation reserves the right to request you not approach a particular donor, business or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest that may arise among other development initiatives and your plans.





## H. U. LEE MEMORIAL FOUNDATION FUNDRAISING AGREEMENT

The H.U. Lee Memorial Foundation greatly appreciates the hard work and effort put into raising dollars for our mission. We appreciate your understanding that adherence to all local, state and federal laws as well as protecting the name and reputation of the Foundation are necessary to ensuring that important work continues.

I acknowledge that I have reviewed and understand this information about outside sponsored events benefiting the H.U. Lee Memorial Foundation.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Location: \_\_\_\_\_

Name/Description of Fundraising Event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will the H.U. Lee Memorial Foundation be the sole beneficiary of the event? ☐ Yes ☐ No

If not, how will the funds be distributed? \_\_\_\_\_

\_\_\_\_\_

*Please complete and return this form to the  
H.U. Lee Foundation so we can better serve you!*

*[hulf@ataonline.com](mailto:hulf@ataonline.com)*

*Thank you!*



## **Appendix – Table of Contents**

1. Quick Start Timeline – Page 24
2. Donation Form - Page 25 and 26
3. Donation Receipt – Page 27
4. Printable Cutouts - Page 28
5. Sample Fundraising E-mail – Page 29
6. Sample Sponsorship Letter – Page 30
7. Event Day Supply Checklist – Page 31
8. Sample Committee Meeting Agenda – Page 32
9. Sample Press Release – Page 33
10. Sample Radio PSA – Page 34
11. Sample VIP Card - Page 35 and 36
12. BBAT Materials Order Form – Page 37 and 38

***Please note...***

***All the resources included in the Appendix  
are also posted individually on our website so you can  
download and edit them as needed.***

***Please visit the website at [www.huleefoundation.org](http://www.huleefoundation.org)  
for new resources, materials and information.***

***Questions? Concerns? Need help?***

***Please contact Foundation staff at  
[hulf@ataonline.com](mailto:hulf@ataonline.com)***

***We're here to help!***





## QUICK START TIMELINE

Item	Deadline	Status
Choose the date for your event and Training Dates. Set your goal of at least \$500 (10 participants x \$50 each). Please let us know about your plans! (hulf@ataonline.com)	8-10 Weeks Out	
Personally contact your most influential student leaders and ask them to lead by example and form a team. Contact local organizations and invite them to participate. Start with the ones where you have personal relationships already.	8 Weeks Out	
Announce the date on school website and newsletter. Include instructions on how to sign up.	8 Weeks Out	
Put up posters and sign up sheets in your school. Be sure to include the students who've already agreed to form a team. Don't forget to give your students "VIP Cards" for free lessons to give to their donors and collection envelopes.	7 Weeks Out	
Secure donations from local businesses (food, drinks and prizes).	6 Weeks Out	
Send a press release to the local newspapers about your BBAT event. Include students who have been awarded a scholarship.	5 Weeks Out	
Help your students get their fundraising webpages set up and emails sent. Don't forget to include your school's information.	4 Weeks Out	
Send a press release announcing the event and date to your local media, Chamber, schools, society magazines, etc. If you have a local celebrity/mascot, invite them to attend to generate some enthusiasm.	4 Weeks Out	
Make arrangements for Training Days (food, music, prizes, decorations).	3 Weeks Out	
Make sure you have all the supplies you need for your event (food, prizes, boards, extra uniforms, etc).	2 Weeks Out	
Send a press release to local media and schools to promote the event and invite them attend.	1 Week Out	
Founder's Month – Event Time!	October	
Let us celebrate your success with you!! Please let us know how it went!	1 Week After	
Send a press release with the results and pictures to the local media, schools, organizations/businesses who participated.	2 Weeks After	
Send thank you notes to everyone who participated and supported your event.	1 Month After	



# DONATION FORM

## H.U. LEE MEMORIAL FOUNDATION BOARD BREAK-A-THON FUNDRAISER

Event Date

Time

Location

Coordinator

### Participant Information

Name [Please Print]

Address

City, State, ZIP Code

Phone Number

Email Address

Dear Donors,

Thank you for supporting the H.U. Lee Memorial Foundation with your donation. Any amount will be greatly appreciated. For the safety and convenience of the participants, we request that you do not give cash. Please make your check payable to the **H.U. Lee Memorial Foundation**. The H.U. Lee Memorial Foundation is a 501 (c) (3) organization and all donations are tax-deductible.



[HULEEFUNDATION.ORG](http://HULEEFUNDATION.ORG)



Donor's Name [Please Print]	Donor's Address				Phone Number	Donation	Matching Gift Donation	Total Donation
	Street	City	State	Zip				
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								
13.								
14.								
15.								

GRAND TOTAL COLLECTED FOR THE H.U. LEE FOUNDATION \$





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#### HOLD HARMLESS AND LIABILITY RELEASE WAIVER AGREEMENT

I, \_\_\_\_\_, have applied to participate in the board break-a-thon for H.U. Lee Memorial Foundation. I understand that by participating in this board break-a-thon that I am subjecting myself to possible injury as I am voluntarily engaging in a contact sport. Before signing the application to register, I was given an opportunity to ask any questions that I may have had relating to any danger or harm that I could be exposed to, and I have either asked the questions or have chosen not to ask.

By enrolling in this event I understand it is my responsibility to learn and understand all safety procedures and rules related to involvement in the ATA Taekwondo Program. These procedures and rules apply not only to my training but also to participation in this event.

As part of the agreement in allowing me to participate in this board break-a-thon, I agree that the American Taekwondo Association® (including its officers, employees, agents, fundraising organizers, and any other student), will not be responsible for my safety nor do any of these parties assume any responsibility as a guardian or a fiduciary. This specifically means that no one listed in this paragraph or associated with American Taekwondo Association® will be held liable for any injury, death or any other damages caused to me or to my family, decedents, heirs or anyone assuming any rights on my behalf, and I specifically waive any claim I may have against such persons or individuals.

As further consideration and as a basis for allowing me to participate in this fundraising event, I agree to assume any and all risk of harm, and I specifically agree to release the American Taekwondo Association® (including anyone connected with this event) as it relates to any damage, harm or injury that I might suffer, even if the event causing the damage, harm or injury was foreseeable or if such damage, harm or injury was created or caused by the negligent act of the parties I am releasing (this release will not apply to any intentional act). This agreement to hold harmless shall apply to any claim by me or my family, including my estate, heirs or any personal representatives in the event of my death for any damage, injury or harm that should occur by my participation in any training, tournament, summer camp or other program related to this participation in American Taekwondo Association®.

I state that I am of legal age (at least 18 years of age) and that no court has declared that I cannot sign such documents. I understand that this is a binding agreement and that I am waiving certain rights, and I know before signing this I have the right to have it reviewed by an attorney.

I have read this agreement and I understand what it means. I represent that I am in good health and that I assume responsibility for my continued physical condition and capability to participate in the ATA Taekwondo training and related activities. By participating in this tournament, I hereby consent to American Taekwondo Association the use of my likeness or reproduction of me, my voice or any electronic recording of me, for the purpose of advertising or marketing.

---

Participant or Legal Guardian's (if participant is under the age of 18) Signature

Date

#### TO BE SIGNED IF ABOVE IS EXECUTED BY PARENT OR LEGAL GUARDIAN

As the parent and/or guardian of the person named above, we hereby wish to register \_\_\_\_\_, a minor in the H.U. Lee Memorial Foundation board break-a-thon and after reading the above terms and conditions, do hereby agree to the terms set forth above on behalf of the minor named herein. Since the person named above is a minor and I have agreed to the terms set forth above, I hereby agree to indemnify and save harmless the American Taekwondo Association® (including anyone connected with the organization) for any harm caused to the minor or should the minor later bring an action against any of the parties. I understand that I have agreed to pay any costs relating to any claim against the above named persons (including legal fees to defend such action) and to pay any award of damages should one be made in favor of the minor against any of the parties. As further consideration for allowing the minor to participate in the event I personally waive (give up) any claim or cause of action that I may personally have as the parent or legal guardian in the event of any harm, injury or damage.

100% of the money raised for the H.U. Lee Memorial Foundation goes to college scholarships. 75% of the funds raised by a local BBAT or other event will fund regional scholarships; the rest support our national scholarship program. Scholarships are awarded each year to students who apply and meet the eligibility requirements listed on the Foundation's website at [www.huleefoundation.org](http://www.huleefoundation.org). The application deadline is February 15th of each year.





## H. U. Lee Memorial Foundation Receipt

Donor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Donation Amount \_\_\_\_\_ Type ☐ Check ☐ Cash

**Thank you for your donation to the H. U. Lee Memorial Foundation!**

Your donation is tax deductible under the IRS Code 501(c) 3.

H. U. Lee Memorial Foundation  
1800 Riverfront Drive  
Little Rock, AR 72202



(F) 501.568.9242  
www.huleefoundation.org  
hulf@ataonline.com

----- Detach and provide to donor -----

## H. U. Lee Memorial Foundation Donation Record

**Participant:** Please complete this form and provide the top portion to the donor.  
Turn in the bottom portion with your donations.

**Licensee:** Please send this form to the Foundation with the proceeds of your event.

Donor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Donation Amount \_\_\_\_\_ Type ☐ Check ☐ Cash







## SAMPLE FUNDRAISING E-MAIL

Dear [name],

As you know, I have been a student at [the name of your ATA school] for [number] of years. During that time I have learned about dedication, persistence and discipline. I have also learned about the importance of helping others. That is why I am writing you.

On [event date], I will be participating in a board break-a-thon fundraiser for the H.U. Lee Foundation. I am asking for your support with a donation to the Foundation. You can make a tax deductible gift by clicking on this link to my personal fundraising page: [link to your personal fundraising page]. I am very grateful for any amount you can give. No gift if too large or too small.

The H.U. Lee Memorial Foundation was established in 1992 by the American Taekwondo Association to honor its founder, Eternal Grand Master H.U. Lee. He was an extraordinary man and visionary who committed his entire life to making the world a better place through education, respect, and philanthropy. He had a love for people, especially children, and through his international martial arts organization, he helped make their dreams a reality. Our board break-a-thon is being held in October to celebrate Founder's Month in honor of Eternal Grand Master Lee.

The H.U. Lee Foundation is a private, non-profit organization dedicated to the promotion of respect, discipline and courtesy through the martial art of Songahm Taekwondo. Since 1995, the Foundation has provided over 900 young adults across the United States with over \$1,000,000 to continue their education.

My personal goal is to raise [dollar amount] for the H.U. Lee Foundation scholarships. The board break-a-thon will be held on [date] at [time] at [location]. I invite you to attend this fun, family-friendly event. There will be food, prizes and, of course, a lot of boards breaking!

If you can't attend, please consider sponsoring me for this very important event. You can click the following link [link to your page] to make a safe and secure donation in support of my efforts. You can also send me a check made payable to the H.U. Lee Memorial Foundation.

Thank you for your friendship and support!

Sincerely,  
[your name]

P.S. For more information about the H.U. Lee Memorial Foundation, please visit their website at [www.huleefoundation.org](http://www.huleefoundation.org).





## SAMPLE SPONSORSHIP LETTER

Dear [name],

On [event date], I will be hosting a board break-a-thon fundraiser for the H.U. Lee Memorial Foundation. I am writing to ask you to consider sponsoring this fun, family-friendly event.

My students and their friends and families will form board breaking teams to raise money for the Foundation prior to the event. On the day of the event, these teams will come together and break as many boards as they can in an hour. There will be food, prizes and a lot of fun! I expect more than [number] people to attend the event.

The H.U. Lee Memorial Foundation was established in 1992 by the American Taekwondo Association to honor its founder, Eternal Grand Master H.U. Lee. The Foundation is a private, non-profit organization dedicated to the promotion of respect, discipline and courtesy through the martial art of Songahm Taekwondo. Since 1995, the Foundation has provided over 900 young adults across the United States with over \$1,000,000 to continue their education. And 75% of every dollar raised from this event will go to college scholarships for students here in our community!

Your company will benefit greatly from an association with ATA and the H.U. Lee Foundation by:

- Increased name recognition to a highly desirable, upscale and educated audience
- Association with a positive, healthy and well-respected activity (taekwondo)
- Promotion of your business to a local audience

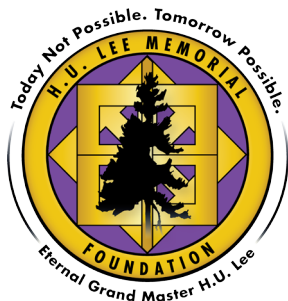
Other benefits of your sponsorship include:

[add the benefits you will offer such as their banner in your school, etc]

Thank you for your consideration. Because I know how busy you are, I will follow up with you by [insert date].

Sincerely,  
[your name]





## EVENT DAY SUPPLY CHECKLIST

- ☐ Re-breakable boards
- ☐ Wood boards for ceremonial breaks
- ☐ White board or mirror and dry erase markers
- ☐ Prizes
- ☐ Volunteer list and assignments
- ☐ Agenda and script for opening and closing ceremonies
- ☐ Accounting supplies: tracking spreadsheet, pens, calculators, paper clips, lock box or safe to keep money
- ☐ Upbeat, high energy music
- ☐ Food and drinks – remember you can get this donated!
- ☐ Paper plates, napkins and cups
- ☐ Ice for drinks
- ☐ Tables and chairs
- ☐ Garbage cans and bags
- ☐ Supplies for other fundraisers and/or entertainment
- ☐ Supplies: table, pens, money bag and change, plenty of Foundation receipts





# SAMPLE COMMITTEE MEETING AGENDA

*Please note that this is a sample agenda for meetings following the first meeting. For suggestions on your first committee meeting, please see the "Getting Started – Form a Committee" section of the event manual.*

*Keep in mind that as your event day draws closer, you will probably need more time on the agenda for the chairs responsible for the day of activities.*

Welcome, Introductions and Agenda Review – 5 minutes

- You'll probably want to spend more time on this during the first meeting when people may be meeting for this first time.

Review and Status of Goals/Accounting Chair Report – 5 minutes

- Remind the committee of your goals: fundraising, sponsorship, number of teams and number of participants.
- Review status of each: what's the total raised so far, how much in sponsorship, how many teams and how many participants.

Corporate Sponsorship Chair Report – 5 minutes

Fundraising and Entertainment Chair Report – 5 minutes

Publicity Chair Report – 5 minutes

Board Breaking Chair Report – 5 minutes

Logistics Chair Report – 5 minutes

Event Volunteer Chair Report – 5 minutes

Questions and Next Steps – 10 minutes

Wrap Up – 5 minutes





## SAMPLE PRESS RELEASE

For more information, please contact [your name, phone number and e-mail address]

### **Local Taekwondo School Hosts Board Break-a-Thon Fundraiser**

CITY, STATE – The [school name] is pleased to announce it will be hosting the first annual Board Break-A-Thon in honor of the American Taekwondo Association's Founder's Month. The event will be held on [date] at [time] at [location]. The [number] participants will break more than [number] boards in just one hour.

The Board Break-A-Thon event benefits the H.U. Lee Memorial Foundation, which was founded in 1992 to honor Eternal Grand Master H.U. Lee, founder of the American Taekwondo Association. The Foundation strives to assist those students that have exemplified skills obtained through the American Taekwondo Association by providing scholarships to assist with the costs of higher education.

"Eternal Grand Master Lee taught us through his own example the importance of helping others," says [your name]. "It's an honor to help continue his work by supporting the Foundation and helping students here in our community."

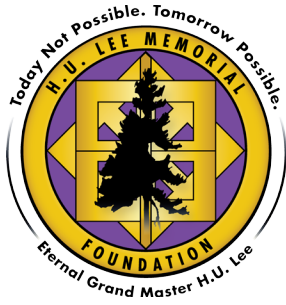
Local businesses sponsoring the event include: [sponsor names].

The family-friendly event will feature food, entertainment, music and prizes and is open to the public. There will also be a silent auction and taekwondo demonstrations as well as special board breaks by local celebrity [name].

For more information or to make a donation to the event, please contact [your name] at [insert your school's name, location, or phone number here] or on the web at [your website].

# # #





## SAMPLE RADIO PSA

- :15      You're invited to join the students and instructors of the [school name] for their annual Board Break-A-Thon event on [date and time]. Come and help them break some boards or just enjoy the food, games and prizes. The event benefits the H.U. Lee Memorial Foundation college scholarship fund to help deserving young people in our community go to college. For more information call [your phone number].
- :30      Come out and enjoy a day of fun, food and ... board breaking!! Test your strength against the boards and help send a kid to college. The annual Board Break-A-Thon, hosted by [school name] will be held on [date and time] at [location]. The event benefits the H.U. Lee Memorial Foundation college scholarship fund to help deserving young people in our community go to college. There will be lots of food, prizes and fun for the whole family as the teams try to break more than [number] boards in just one hour. Sponsors of the event include: [names of sponsors]. For more information or if you would like to form your own board breaking team, call [your phone number].

# # #





## Breaking Boards to Change Lives ...

You're invited to join us on Saturday, May 30 for our first annual Board Break-A-Thon at West Coast ATA & Karate for Kids. We'll be breaking boards and changing lives by raising money for the H.U. Lee Memorial Foundation scholarship program. Our goal is to raise \$5,000.00 for the Foundation – and 75% of that will come back to our community for scholarships to local students!

## Open to Everyone ... Safe, Fun, No Experience Needed

Our Board Break-A-Thon teams are currently seeking donations to support their board breaking efforts. During the event, they'll break as many boards as they can in one hour! In addition to the excitement of the board-breaking, there will be fun activities for the whole family such as martial arts demonstrations, raffles, an auction, performances by local organizations, and much more. You won't want to miss the food, prizes and fun .. plus break a few boards!

## Leadership, Education, and Community ...

As a student Leader at West Coast ATA I learn that it is my duty to set my goals to achieve success, and that I have a responsibility to do what I can for my community. Please join me in supporting this event by giving any donation you can. If you would like to donate with a credit card, please visit our fundraising page online at [www.firstgiving.com/westcoastata](http://www.firstgiving.com/westcoastata) or you can go to my personal fundraising page at [www.firstgiving.com/](http://www.firstgiving.com/)

# HULF has awarded over \$1,200,000 in Scholarships



**Saturday, May 30 1-4 pm**

2200 Outlet Center Drive – Oxnard | (805) 278-6045 | [www.WestCoastATA.com](http://www.WestCoastATA.com)

**Thank You for Your Support!**



## Breaking Boards to Change Lives ...

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# HULF has awarded over \$1,200,000 in Scholarships



**Saturday, May 30 1-4 pm**

2200 Outlet Center Drive – Oxnard | (805) 278-6045 | [www.WestCoastATA.com](http://www.WestCoastATA.com)

**Thank You for Your Support!**



## Breaking Boards to Change Lives ...

You're invited to join us on Saturday, May 30 for our first annual Board Break-A-Thon at West Coast ATA & Karate for Kids. We'll be breaking boards and changing lives by raising money for the H.U. Lee Memorial Foundation scholarship program. Our goal is to raise \$5,000.00 for the Foundation – and 75% of that will come back to our community for scholarships to local students!

## Open to Everyone ... Safe, Fun, No Experience Needed

Our Board Break-A-Thon teams are currently seeking donations to support their board breaking efforts. During the event, they'll break as many boards as they can in one hour! In addition to the excitement of the board-breaking, there will be fun activities for the whole family such as martial arts demonstrations, raffles, an auction, performances by local organizations, and much more. You won't want to miss the food, prizes and fun .. plus break a few boards!

## Leadership, Education, and Community ...

As a student Leader at West Coast ATA I learn that it is my duty to set my goals to achieve success, and that I have a responsibility to do what I can for my community. Please join me in supporting this event by giving any donation you can. If you would like to donate with a credit card, please visit our fundraising page online at [www.firstgiving.com/westcoastata](http://www.firstgiving.com/westcoastata) or you can go to my personal fundraising page at [www.firstgiving.com/](http://www.firstgiving.com/)

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### Changing Lives for 20 Years ...

Our program has been changing lives and empowering students with Life Skills and Leadership training since 1989. Students of all ages are making our community a better place through their hard work and commitment.

### Classes for the Entire Family ...

West Coast ATA offers world-class martial arts instruction for the entire family in a fun, safe, and positive environment. Call today to learn more about our programs – ages 3 & up.

**DISCIPLINE – FITNESS – SELF DEFENSE – SELF CONFIDENCE – LIFE SKILLS - LEADERSHIP**

## FREE 30-DAY PROGRAM & NEW UNIFORM

*\* New members only. Offer expires October 31, 2019*

### OXNARD

**Rose & Channel Islands**  
2711 S. Rose Ave D-103  
**(805) 240-7424**

**Palms Center (off 101)**  
2200 Outlet Center Dr., #425  
**(805) 278-6045**

### PALMDALE

**Rancho Vista Center**  
3145 Rancho Vista Blvd  
**(661) 265-0901**

### RIDGECREST

**Heritage Center**  
980 N. Norma St.  
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# H.U. Lee Memorial Foundation Board Break-A-Thon/ Fundraising Event 2020-2021 Order Form

Your students may pick out one item from each category of the prize sheet depending on how much they raise. For example, if they raise \$100 or more, they get to pick one prize from each category. At the conclusion of your event or campaign, please submit your form with the funds raised to 1800 Riverfront Drive, Little Rock, AR 72202.

Name:		School Number:	
Address:			
City:		State:	Zip:
Email Address:			Event Date:
Item Number	Item Name	Donations	Quantity Needed
219016	H.U.Lee Memorial Gate and Garden Bookmark	\$25	
164002001	Purple Light Up Yoyo	\$25	
204000061	Short Sleeve T-shirt – Youth S	\$25	
204000062	Short Sleeve T-shirt – Youth M	\$25	
204000063	Short Sleeve T-shirt – Youth L	\$25	
204000064	Short Sleeve T-shirt – Adult S	\$25	
204000065	Short Sleeve T-shirt – Adult M	\$25	
204000066	Short Sleeve T-shirt – Adult L	\$25	
204000067	Short Sleeve T-shirt – Adult XL	\$25	
219027	Keychain	\$25	
201314	Purple Tumbler (with straw and lid)	\$50	
164002003	Stadium Seating	\$50	
219013	He Touched Our Lives Volumes 1	\$75	
219014	He Touched Our Lives Volumes 2	\$75	
219030	Gate Pin	\$75	
154001002	Black Power Bank Charger (for smartphones and tablets)	\$100	
164002002	Bluetooth Speaker	\$100	

# H. U. LEE MEMORIAL FOUNDATION FUNDRAISING PRIZES

## \$25

### DONATIONS



219016



164002001



204000061-204000067



219027

## \$50

### DONATIONS



201314



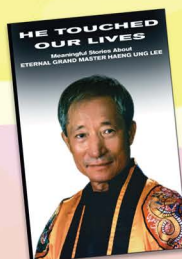
164002003

## \$75

### DONATIONS



219030



219013



219014



154001000

## \$100

### DONATIONS



1504001002



164002002