

Parent Playbook

From the field to the stands, it takes all of us.
When we show up, the program levels up.

Support. Volunteer. Engage.



What we'll cover

Meet your boosters

Register

Stay connected

Crossbar Help

Story of the Season

Recruiting profiles

Program support

Funding Sources

Volunteering



Meet your Boosters

Executive Board



BO JOHNSTON

President



KELLY CASPERS

Vice-President



TRISHA WOOLEVER

Treasurer



ROBIN GROTE

Secretary



KIM RADEL

Community Events &
Volunteering Director



JOE SEBESTA

Fundraising Director



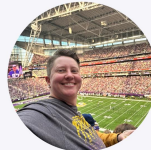
OPEN POSITION

Events Director



BRITA GIVANCE

Team Meal Coordinator



AIMEE MARIETTE

Game Day Coordinator



MURIEL KRESKE

Raspberry Parade
Coordinator



KIRK ANDERSON

Charitable Gaming
Director

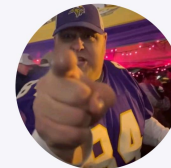


PAUL SPILDE

Charitable Gaming

AT-LARGE DIRECTORS

At-Large Directors provide support to all areas of Hopkins Football. All At-Large Directors noted below are voting members of the Hopkins Football Board of Directors.



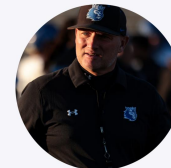
AARON KUZNIA

At-Large Director



JOHN BISSEL

At-Large Director



MARK VAGLE

At-Large Director



FRANK REED

At-Large Director





Register for Fall 2025

Step 1: Register through the HHS Athletics Office

 <https://athletics.hopkinsschool.org/register>

- ▶ Athletes must be fully enrolled in Hopkins Schools.
- ▶ A current sports physical must be on file.
- ▶ Participation fees are listed in the Athletic Opportunities document and within the registration process.

Step 2: Register through Hopkins Football Boosters on our website

 <https://www.hopkinsfootball.org/registration/42628>

- ▶ Complete HHS Athletics registration before proceeding.
- ▶ \$300 player fee separate from the HHS Activities fee.
- ▶ Sell 15 club cards before 8/25 to earn a fee waiver.

Stay connected!



Channel	Purpose	Tips for Parents
NEW Website	Official calendar, registration info, forms, fees	Bookmark www.hopkinsfootball.org —official source of truth
Crossbar App	Access your family calendar, sync schedules, get push alerts	Download from the App Store/Google Play & log in
GroupMe for Parents	Last-minute alerts, schedule changes, reminders	Join via the QR code—must-have for caregivers!
Story of the Season	Weekly newsletter: game recaps, highlights, photos	Delivered Fridays by email and shared on social media
Email Updates	Communication based on signed-up events	Ensure you sign up to receive updates relevant to your athlete
Social Media	Stay engaged with team updates, athlete features, and fun content	Instagram: @hopkinsroyalsfootball Facebook: @hopkinsroyalsfootball X (formerly Twitter): @hopkinsfootball

Crossbar Help & FAQs

Check out our step by step guidance on our website

www.hopkinsfootball.org



REGISTRATION

- Creating your Crossbar account
- How to register for a team, event or camp
- Apply player credits
- Check on your registration
- Find your registration receipt
- Tips



CALENDAR

- Viewing your family calendar
- Viewing your team calendar
- Syncing your calendar
- Invite others to view your calendar



COMMUNICATIONS

- How we communicate
- Don't miss an email
- Get mobile app notifications



VOLUNTEER

- Track your progress
- Sign up for a shift
- Cancel a shift



Story of the Season

Media Coverage Like the Pros

- ▶ Weekly interactive digital magazine for your team
- ▶ Includes video highlights, interviews, photos, articles, and player profiles
- ▶ Shared via email, social media, and in-game QR code banners

Let Fans Follow from Anywhere

- ▶ Weekly digital recap of everything on and off the field
- ▶ Published every Friday morning to players, parents, alumni, and fans
- ▶ Shared on social + displayed at games with a custom QR code banner

Comprehensive Content Archive

- ▶ All season content is saved and organized by week
 - ▶ Fans can view, download, and relive every moment
- 100% free and accessible online

<https://storyoftheseason.net/2024football/seaholm/chapter10/desktop/>





Recruiting Profiles

📌 Everything in One Place

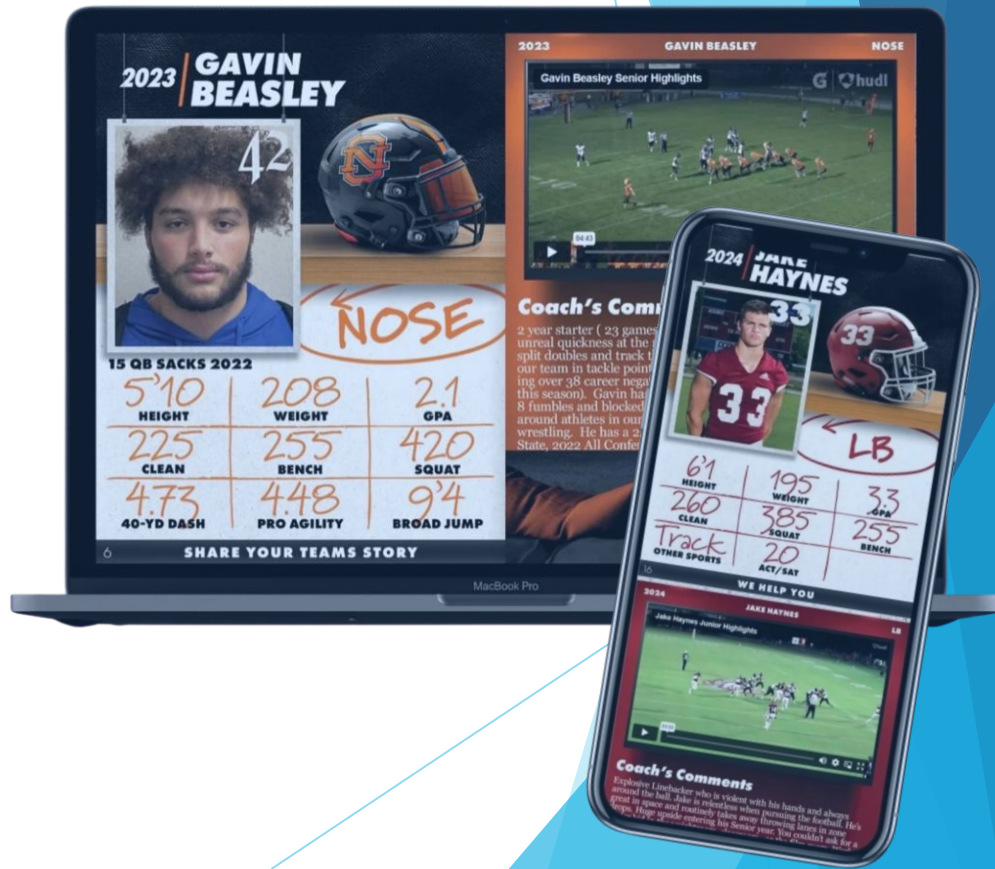
- ▶ Central hub for each recruit: video, stats, academics, contact info, and more
- ▶ Clean, user-friendly layout for college coaches

📁 Easy to Share

- ▶ Share via simple web link in email, text, or social media
- ▶ Instantly connects coaches with your full list of recruits

🏆 Gives Players a Competitive Edge

- ▶ Each player gets a custom recruiting page
- ▶ Athletes can promote themselves directly to coaches





Who covers what?

School

Vs

Boosters

♦ Coaching & Staffing

- ▶ Head Coach Salary
- ▶ Salaries for 13 Assistant Coaches

♦ Equipment & Gear

- ▶ Basic Varsity Equipment:
- ▶ Helmets, shoulder pads, pants, footballs
- ▶ Field equipment
- ▶ Jersey set (replaced every 4 years)

♦ Logistics & Operations

- ▶ Varsity Team Transportation
- ▶ Athlete Insurance
- ▶ Fields for Practices & Games
- ▶ Officials, Referees, and Event Staff

♦ Coaching & Staffing

- ▶ Additional Varsity Assistant Coaches
- ▶ Middle School Head Coach Salaries

♦ Player Support

- ▶ Athlete Apparel (undershirts, workout gear)
- ▶ Weight Room Upgrades
- ▶ Senior Recognition & Gifts
- ▶ Camps & Specialty Training

♦ Team Experience

- ▶ Culture-Building Events
- ▶ Weekly Team Dinners (Thursdays before game day)
- ▶ Summer Practice Meals
- ▶ Leadership Development
- ▶ End-of-Year Banquet

♦ Equipment & Facilities

- ▶ Practice Equipment (sleds, pads)
- ▶ Field Equipment (pylons, yard markers, training tools)
- ▶ Technology Upgrades (video, sideline TVs)

♦ Media & Coverage

- ▶ Game Day Photographer
- ▶ Coach Appreciation Gifts & Apparel

♦ Youth Program Investment

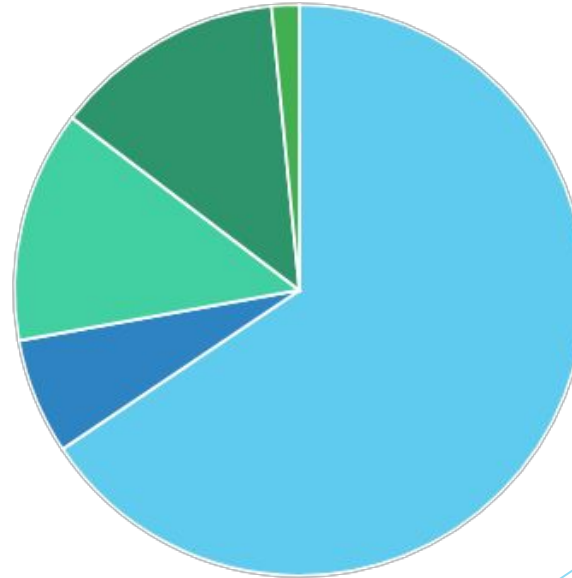
- ▶ Support for 150+ Flag & 100+ Middle School Athletes
- ▶ Middle School Equipment (helmets, pads, etc.)



Where does the money come from?

- ▶ Fundraising
 - ▶ Card Sales
 - ▶ Other Fundraisers (Pancake Feeds, Give Back Nights, etc.)
- ▶ Sponsorships
- ▶ Individual Supporters
- ▶ Donations

Income Sources



■ Player Fundraiser ■ Other Fundraiser ■ Sponsorships ■ Booster Club ■ Donations

Fundraising: What's ahead

Key Dates

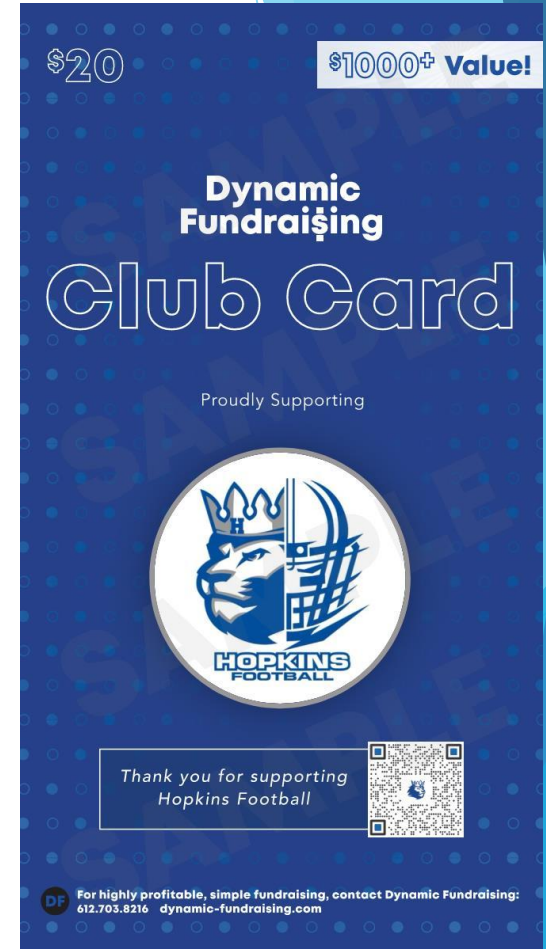
- ▶ Saturdays thru 8/23: Pop-up sales @ Driskill's Hopkins
- ▶ Wednesdays thru 8/27: Check-ins @ RAC from 6-6:30pm
- ▶ Week of Aug 25: Wrap-up and prize announcements

Player incentives

- ▶ Sell 15 Club Cards - Waive your \$300 player fee!
- ▶ Earn \$5 per card after that into your player account.
- ▶ Bonus: Get \$50 more at 30, 45, 60+ cards sold!

Prizes & Awards

- ▶ Top group wins Super Moon dinner with Coach
- ▶ 1 raffle entry per 10 cards - win a JBL speaker
- ▶ Top 3 sellers get custom Nike shoes (up to \$150)





2025 Club Card Leader Board

% of Team Goal



50%

\$25,000

% of Team sold 15 cards



32%

113

Top 20 Salespeople

Player Name	Y Cards Sold
Jon Nelson	51
Jake Kuznia	43
Ben Johnston	42
Andre Naranjo-rivera	42
Dylan Caspers	35
Nick Merhy	34
Matvei Plenkov	34
Xavier Bailey	31
Aiden Korchari	31
Wyatt Peterson	30
Amari Caskey	29
Charlie Laible	28
Brandon Cairo	25
Keane Woolever	24
David Akinyele	22
Emmett Sebesta	22
Drake Kato	21
Kelvin Shekey	20
Will Johnston	20
Cordell Givance	19
Grand Total	603

Top avg sales by player group

Row Labels	Y Avg Cards Sold
Punter/Kicker	21
Linebacker	14
D-Line	9
WR/TE	9
O-Line	7
Defensive Back	7
RB	7
QB	3
Coach	2
Grand Total	9

Top avg sales by grad year

Year	Y Avg of Cards Sold
2026	8
2027	10
2028	12
2029	10
2030	1
Coach	2
Grand Total	9



businesses that
support us!



Snap Print

BK HAULING
PLYMOUTH, MN

Join us! Volunteer.

Great programs don't run by accident - they run because people like you get involved!



- Team meal setup/servers
- Fundraising Committee Member
- Community Events Committee Member
- Sponsorships Committee Member
- Photo Day Coordinator
- Game Day Committee Member
- End of Season Banquet Coordinator
- Senior Night Coordinator
- Alumni Relations Coordinator

Mark your calendars!

8/12 - Chipotle Give Back Night

8/24 - Wild Boar + Hopkins Football Bingo Blitz

9/7 - Applebee's Flapjack Fundraiser

Final Reminders & Q&A

- ▶ Register (both steps)
- ▶ Bookmark www.hopkinsfootball.org
- ▶ Join the Parent GroupMe
- ▶ Follow us on social media
- ▶ Sign up to volunteer
- ▶ Participate in fundraising
- ▶ Save the dates for key events
- ▶ Open Q&A

Thank you for supporting Hopkins Football  