

# 合気手琉空手会

**Aiki Te Ryu Karate Kai Honbu Dojo – Desk Reference of Shihan Franz**

**Topic: Extra fund raising / income producing ideas for your dojo**

Every dojo needs to have extra activities for two purposes. One is to create a stronger bond between the students and the second is to help offset the cost of operating your dojo. In this article we will list some ideas that work for Honbu Dojo and hope you can have a great time with them.

Movie nights – this is a great time and well worth the added trouble. A movie night is a showcase of a popular movie (we usually pick one that has a good theme to it like Benchwarmers and we relate it in the next class as part of the lessons). You will need the following to make it successful:

1. Rent or borrow a projector. Ask your students if they or their company has one you can borrow. Usually you can get one free if you just ask around.
2. Get a decent sound system to hook up to the projector.
3. Have a good quality DVD player. We bought ours with the 5.1 Dolby digital surround sound at Wal-Mart for \$99 and it works great.
4. Get a group of senior students on a committee and have them organize getting food around for the event (keep in mind your dojo will be a mess afterwards but it is all in good fun – the same students should be on the cleaning committee).
5. Advertise with a flyer, in your newsletter and on your website about the movie night. We typically charge \$5 per student and waive the fee if they bring a guest at \$5 (this is one of your marketing items as well – see below).
6. Get your senior students to hype it up and get the students excited. Let the parents know they can use it as a “parent’s night out” and you will watch the kids. Just make sure you have a set start time and end time that the kids must be picked up at.
7. Have a special coupon to send home with your student’s guest that invites them to try a free class ON A SPECIFIC DAY. We typically have the coupon for the following Monday since they are still hyped up about it which means more guests will show up than if you do it later.
8. Before the movie begins do an introduction, have some rules about cleaning up after themselves, they can’t leave without the parents, etc.
9. Start the movie...have a great time...and enjoy!

Movie nights are a wonderful way to keep the kids active, make friends and promote your dojo within the community.

## **Seminars – small training sessions**

There are many seminars you may consider having at your dojo. Here are a few that we have done and we have included the costs and some information on expenses.

### **Breaking Seminar**

1. This is costly so charge accordingly.
2. We call Menards and get a contractor rate for wood which is much cheaper.
3. Have a committee to pickup and cut the wood.
4. Cut the wood at least two days before the seminar (we cut it a week before and have it in the dojo so when a student asks we can get them excited about attending the event).
5. We figure 10 boards per student at a cost of \$1.89 per board so that equals that we charge \$25 so we make a small profit...but the experience is more valuable to us.
6. Teach proper breaking, combo breaking and extreme breaking.

### **Guest Instructor Seminar**

1. You do not need a “Big Time” Sensei for this.
2. I typically invite my friends, people I have trained with or instructors that have a unique offering to come to my dojo.
3. Most of them will come for the price of gas and good meal afterwards.
4. Advertise the seminar in your school and send out flyers to schools you think would enjoy coming.
5. If the guest costs around \$300 and we expect 30 students that would put your actual cost at \$10 per student, but add in \$10 so you can tip the instructor which I am sure they will appreciate. At \$20 with 30 students you would get \$600 minus \$300, leaves \$300. I usually give the instructor another \$50 just for coming. This leaves \$250 for our dojo fund savings account.

### **Self Protection Seminars**

1. You can do a women’s or children’s self protection seminar.
2. We charge \$35 per person, host it at our facility and do mostly word of mouth and flyer marketing.
3. Sometimes I call people who took a class and offer them one free if they can get 5 or more of their friends to sign up for a special class at \$35 each.
4. The most important thing is to make SURE it is not a karate class but an educational and memorable seminar on REAL LIFE self protection materials. To many dojo offer these and all they are is a basic self defense karate class. That is not real personal protection...so train yourself properly and research what you will teach to make it appropriate.