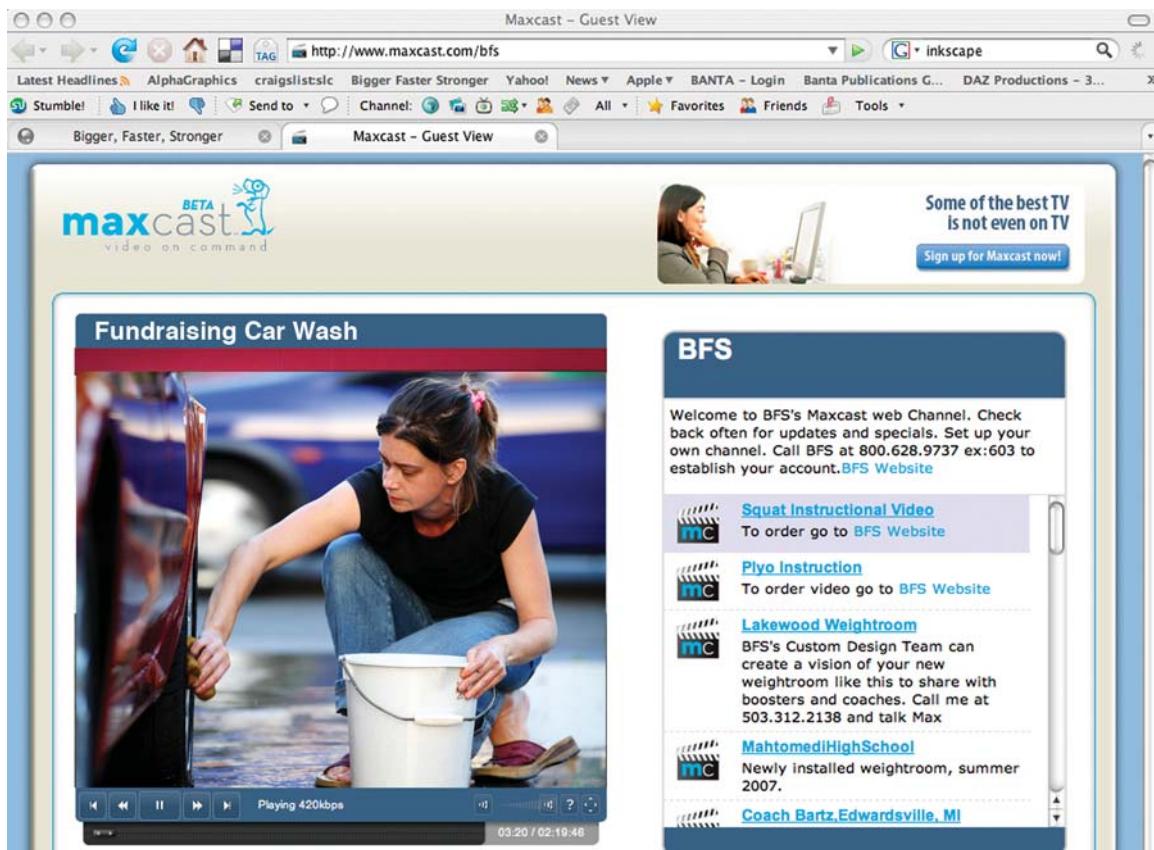


# Maxcast: *The Fundraising Advantage*

If you're on a tight budget, a school network of television channels might just be the easiest way to ease the pain and pump up your funds



**A**lthough no formal poll has been taken on the subject, if you were to ask the typical high school coach what is the most distasteful aspect of their job, it would be...drum roll, please...fundraising.

Pick your poison: selling cookie dough, Gold cards, raffle tickets or – everyone's favorite – the car wash. Sure, all of these fundraising efforts

generate cash, but often the payoff is disappointing. This is especially true when several teams or after-school clubs find themselves competing against each other by pushing the same products. Here's an innovative alternative.

In our last issue we introduced an exciting new media tool, Maxcast. Maxcast allows you to create your own TV station on the Web in which you

not only control all the content but also who is allowed to watch it. Want to broadcast your homecoming game? You can do it with Maxcast. Want to have a school news channel? You can do it with Maxcast. And, as you'll discover in other articles in this issue (and as shown in Figure 1), you can enhance the educational process by downloading instructional video clips.

Beyond its education and learning features, Maxcast offers many fundraising opportunities – fundraising that is both easier and potentially far more profitable than traditional methods. Here are four of the most lucrative possibilities:

**Pay Per View:** Just as cable television does with special sporting events, you can sell one-time views of your games. Let's say a student films each baseball game and loads them onto the Web. Then each parent, relative, player or anyone who wants to watch the game would pay a small fee (that you set), and the money goes to your school.

*Fundraising potential:* If you sell 10 family views at \$2.50 per game, and there are four games a month, your school makes \$100 a month from just that one family!

**Selling Commercials.** This is a "pure profit" fundraiser that works along the same format as the old standby of selling advertising space for sports programs. Rather than selling simple website banners, Maxcast provides the means for the school to insert commercials into your presentations. For example, a neighborhood oil change/tune-up service could buy three 30-second commercials that would be inserted into a football game.

*Fundraising potential:* If you sell 30-second commercials for each of your five Maxcast channels at \$100 per channel, your school earns \$500 a month!

**DVD sales.** Let's say the school band makes a Movie Magic DVD of their performances during the football season. Anyone wishing to purchase that DVD would do so from your site, and your booster club earns a commis-

sion on each sale!

*Fundraising potential:* 25 families buy the DVD at \$20 each and you boost a bonus of 20 percent, which equals \$200!

**Subscriptions.** Everyone gets a free trial channel on the BFS Maxcast Network that includes 60 viewing minutes. After their 60 minutes are up, they will receive notice that to keep using the service they'll need to become subscribers, starting at \$9.95 a month.

*Fundraising potential:* 20 families subscribe at \$9.95 = \$199/month, and the club is automatically rewarded with a commission.

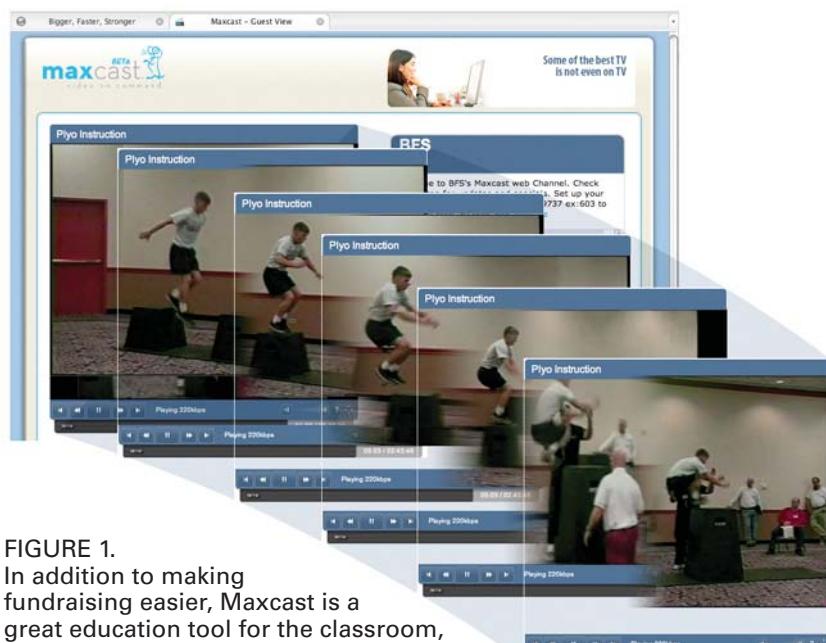
**Commissions from sponsoring.** Let's say at your next league meeting you explain the Maxcast program to someone from another school and they decide to sign up. Then, for as long as that school uses the service, your school earns a commission from the other school's activity.

*Fundraising potential:* A five percent commission on each of their purchases,

and there is no limit to the number of subscribers that can sign up under you. If just five schools sign up with Maxcast at the lowest rate, that's \$500 a year easy money for your school

Finally, with Maxcast your athletes do not have to go door to door pleading for money to support school programs, and you don't have to go through the administrative nightmare of organizing another car wash and losing another precious Saturday supervising the event. What's more, with Maxcast your profit potential is much greater and the money comes in on a regular, consistent basis. There are several other exciting fundraising programs that will soon be offered through Maxcast, and you can watch an overview of the entire Maxcast television network system by visiting [www.maxcast.com/BFS](http://www.maxcast.com/BFS).

So before you order that next case of cookie dough, give Coach Roger Freeborn a call at 800-628-9737, ext. 603, and learn how we can finally resolve your fundraising woes so you can focus on coaching. **BFS**



**FIGURE 1.**  
In addition to making fundraising easier, Maxcast is a great education tool for the classroom, such as for demonstrating plyometric exercises as shown here.

**Create personalized, sport-specific workouts using the most successful Set-Rep Computer Software Program ever created.**

# Beat the Computer Pro®

## Here's how it works

1



Athletes fill out a form listing current core & auxiliary lifts.

2



Enter the lifts into the computer, which calculates the precise weights for each set and creates individual, sport-specific workouts.

3



At the beginning of each week simply print out the athlete's BFS Set-Rep Program weekly workout schedule.

## Here's what you get



BEAT THE COMPUTER  
The BFS Set-Rep System on Computer Version 2.0

10/17/2005  
1:09 AM

**Beat the Computer Pre-Workout Test Sheet**  
East Side High School  
Bigger Faster Stronger

Name _____	ID Number _____	Sex _____
Address _____	Weight _____	Height _____
Phone _____	Grade/Period _____	_____
City, St, Zip _____	_____	
Weekly Workout Schedule	Sport _____	Positions _____
Number of Workout Days per Week	Sport _____	Positions _____
Short (3 sets) or Long (5 sets) Workout	Sport _____	Positions _____
Number of Weeks in Program	Parent's Names _____	
Date to Begin Program	_____	
<b>CORE LIFTS</b>		
Select a weight for each core lift that is challenging enough to get between 1 and 10 reps on the Bench and Squat exercises, and between 1 and 5 reps on the Hex Bar/Dead Lift and Power Clean.		
Core Lift	# of Reps	Weight Lifted
Parallel Squat	_____	_____
Bench Press	_____	_____
Hex Bar Dead Lift	_____	_____
Power Clean	_____	_____
Box Squat	_____	_____
Towel Bench	_____	_____
<b>Speed and Flexibility</b>		
Enter Your Scores in the following events:		
Event	Score	Date
20 Yard Dash	_____	_____
40 Yard Dash	_____	_____
Dot Drill	_____	_____
Vertical Jump	_____	_____
Long Jump	_____	_____
Sit and Reach	_____	_____

### Print Test Sheets

Forms for weights and field testing

October 17, 2005  
1:34AM

**East Side High School**  
Individual Ironman, Power, and Overall Rankings  
Bigger Faster Stronger

<b>Athlete Information</b>		Page 1	
Name, Surname	Grade	Height	Weight
John Titus	9	5'8 1/2"	160 lbs
Gender	Male	Weight	Sport
Age	16	FootBALL	CB WR
Grade/Period	9 1	School	
Weekly Workout Schedule	FB-D		
Note: For all Lifts and Speed & Agility Events, higher Point Values are better.			
<b>Ironman Ranking</b>			
Core Lf	1 Rep Max	Point Value	Ironman Ranking
Squat	225 lbs	2	Good
Bench	165 lbs	2	Good
Dead Lf	200 lbs	1	Beginning
Clean	125 lbs	1	Beginning
Point Total:		6	Overall Ironman Ranking: Beginning
<b>Power Ranking</b>			
Event	Most Recent Score	Point Value	Power Ranking
20 Yard Dash	2.80 sec	12	Great
40 Yard Dash	4.80 sec	12	Great
Dot Drill	72 sec	7	Beginning
Vertical Jump	18"	5	Good
Long Jump	4'	6	Beginning
Dot & Reach	2"	6	Beginning
Point Total:		34	Beginning
Overall Power Ranking: 5,440			
Remember it is not where you start, it is where you finish. Be sure to continue to monitor your personal records each day, and you will learn the true path to success, happiness, and achieving your goals.			
Recommendation # 1			
Flexibility is key to improving speed. Stretch with intensity every day for the BFS 1-2-3 Flexibility program.			
Recommendation # 2			
The key to explosive power is the Parallel Squat, Power Squat, and Plyometrics.			
You need to really emphasize this part of your total program.			
Recommendation # 3			
You need to do the BFS Dot Drill every day. Get Quick!			

### ADDITIONAL REPORTS: Ironman & Power Rankings

Compare to national standards



2  
Enter athlete's lifts into the computer

October 18, 2005 1:10PM

**East Side High School**  
Weekly Workout Schedule for the week of October 17, 2005  
Bigger Faster Stronger

<b>Athlete Information</b>		Page 1	
ID Number	2	Grade/Period	9 1
Gender	Male	Sport / I Athlete	FOOTBALL CB WR
Workout Schedule:	FB-O	School	
Notes on the Workout			
For Core Lifts: For Squat and Bench lifts, we recommend a max of 10 reps, and for Dead lifts and Clean, a max of 5 reps. Use the weight and reps shown for each set, except for the last set. On the last set use the weight shown, but try to get more reps than the computer shows so that you can Beat the Computer!			
Day Number	1	Did you BEAT THE COMPUTER on your last set?	
Write your last rep here		Set 1	Set 2
Core Lifts		Set 1	Set 2
Box Squat		3x 215	3x 225
Towel Bench		3x 160	3x 175
Power Clean		3x 105	3x 110
Hex Bar Dead Lift		3x 170	3x 175
Squat		3x 100	3x 105
Incline Press		10x 100	10x 105
Neck Exercise		10x 65	10x 65
Sight Leg Dead Lf		10x 40	10x 45
Day Number	2	Did you BEAT THE COMPUTER on your last set?	
Write your last rep here		Set 1	Set 2
Core Lifts		Set 1	Set 2
Box Squat		Set 1	Set 2
Towel Bench		Set 1	Set 2
Power Clean		Set 1	Set 2
Hex Bar Dead Lift		Set 1	Set 2
Squat		Set 1	Set 2
Incline Press		Set 1	Set 2
Neck Exercise		Set 1	Set 2
Power Snatch		Set 1	Set 2



### Generate Individual Workouts

Computer-aided workouts for maximum results

[www.bfsonline.com](http://www.bfsonline.com)

**Top 10**

**East Side High School**

Top 10 scores among Current Athletes in the

<b>Parallel Squat</b>			
1st	John Titus	5/24/2004	9th 315 lbs
2nd	Jason Merrill	7/12/2004	9th 255 lbs
3rd	Andy Seicho	7/11/2004	9th 245 lbs
4th	Carver Deans	7/11/2004	9th 225 lbs
5th	Amy Coulam	7/12/2004	9th 205 lbs
6th	Kelly Vinyl	7/12/2004	9th 160 lbs
7th	Jason Castleton	7/12/2004	9th 155 lbs
8th	Carolyn Robertson	7/12/2004	9th 145 lbs
9th	Celina Tamayo	7/12/2004	9th 135 lbs
10th	Sara Clarke	7/12/2004	9th 125 lbs

**Beat the Computer**

### ADDITIONAL REPORTS: Produce Top 10 Lists

Challenge your athletes to improve

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Work smarter,  
not longer!

**BIGGER FASTER STRONGER**

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Dedicated To Helping  
Athletes Succeed  
Since 1976

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[www.biggerfasterstronger.com](http://www.biggerfasterstronger.com)!**

Each program is customized with the school name and CANNOT BE RETURNED. Please get the demo version if you are unsure of your purchase. Demos are available via download from [biggerfasterstronger.com](http://biggerfasterstronger.com) or call BFS. System Requirements: Pentium 133 or better, 8 megs of RAM, Windows 95/98, ME or XP, 10 megs of disk space, CD-Rom drive.

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