

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



Maxcast offers a great way to publicize school fundraisers such as car washes, but there are many other exciting – and potentially far more profitable – ways to use this service to raise money.

Although 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.

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

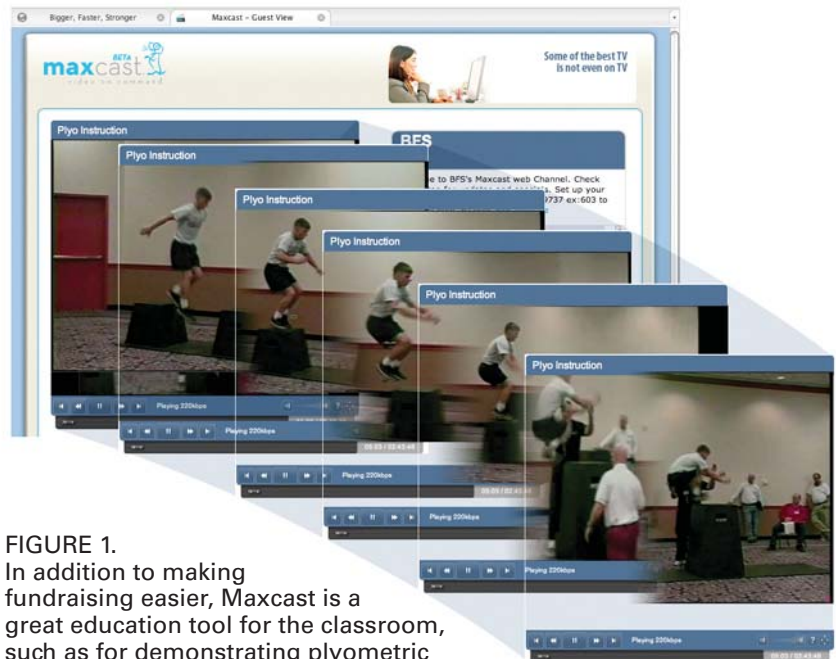


FIGURE 1. In addition to making fundraising easier, Maxcast is a great education tool for the classroom, such as for demonstrating plyometric exercises as shown here.

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

10/17/2005 1:59 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: _____ Sport: _____ Position: _____
Weekly Workout Schedule: _____
Number of Workout Days per Week: _____
Short (2 set) or Long (3 set) Workout: _____
Number of Weeks in Program: _____
Date to Begin Program: _____
Parent's Name: _____

Core Lifts
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 3 reps on the Free Bar Dead Lift and Power Clean.

Core Lift: _____ # of Reps: _____ Weight Lifted: _____ Date: _____

Parallel Squat
Bench Press
Free Bar Dead Lift
Power Clean
Bull Squat
Towel Bench

Speed and Flexibility
Enter Your Scores in the following events:

Event: _____ Score: _____ Date: _____

80 Yard Dash
40 Yard Dash
Dot Drill
Vertical Jump
Long Jump
SI and Reach



2 Enter athlete's lifts into the computer

October 18, 2005 1:09PM

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

Athlete Information
Deans, Carter ID Number: 2 Grade/Period: 9 1
3875 W. Mercer Way Sport / Positions: FOOTBALL CB WR
Mercer Island, WA 98040 Workout Schedule: FB-C

Notes on the Workout
For Squat and Bench lifts, we recommend a max of 10 reps, and for Dead Lifts and Cleans, 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 Beat the Computer!

For Aux Lifts: Your last recorded lift is shown. Use the number of lifts shown, but try to increase the weight lift.

Day Number: 1 Did you BEAT THE COMPUTER on your last set? Write your Reps here.

Core Lifts Set 1 Set 2 Set 3 Auxiliary Lifts Set 1 Set 2 New Weight

Bench Press 3x 215 3x 205 3x 205 Glute Ham 10x 0 10x 0
Towel Bench 3x 160 3x 165 3x 175 Neck Exercise 10x 65 10x 65
Straight Leg Dead Lift 10x 45 10x 45

Day Number: 2 Did you BEAT THE COMPUTER on your last set? Write your Reps here.

Core Lifts Set 1 Set 2 Set 3 Auxiliary Lifts Set 1 Set 2 New Weight

Power Clean 3x 105 3x 110 3x 115 Lunges 10x 100 10x 100
Free Bar Dead Lift 3x 170 3x 175 3x 185 Incline Press 10x 110 10x 110
Neck Exercise 10x 65 10x 65
Power Squat 10x 20 10x 20

Day Number: 3 Did you BEAT THE COMPUTER on your last set? Write your Reps here.

Core Lifts Set 1 Set 2 Set 3 Auxiliary Lifts Set 1 Set 2 New Weight

Parallel Squat 3x 190 3x 200 3x 210 Straight Leg Dead Lift
Bench Press 3x 140 3x 145 3x 155 Power Squat



Generate Individual Workouts

Computer-aided workouts for maximum results

Print Test Sheets

Forms for weights and field testing

October 17, 2005 1:34PM

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

Athlete Information
Deans, Carter ID Number: 2 Height: 6 Ft 1 In
Grade/Period: 9 1 Weight: 180 Lbs
Weekly Workout Schedule: FB-C Sport: FOOTBALL CB WR

Notes: For all Lifts and Speed & Agility Events, higher Point Values are better.

Ironman Ranking

Core Lift	1 Rep	Point Value	Ironman Ranking	Grade	School	Rank within
Squat	225 lbs	2	Good	4th	4th	3rd
Bench	165 lbs	2	Good	3rd	3rd	3rd
Dead Lift	200 lbs	1	Beginning	6th	6th	3rd
Clean	125 lbs	1	Beginning	4th	4th	3rd
Point Total:	6					
Overall Ironman Ranking:	Beginning					

Power Ranking

Event	Most Scored	Point Value	Power Ranking	Grade	School	Rank within
20 Yard Dash	2:30 sec	12	Great	3rd	3rd	3rd
40 Yard Dash	4:50 sec	10	Great	3rd	3rd	3rd
Dot Drill	72 sec	7	Beginning	7th	7th	3rd
Vertical Jump	18"	5	Good	5th	5th	3rd
Long Jump	4' 7"	0	Beginning	9th	9th	3rd
SI & Reach	2'					
Point Total:	34					
Overall Power Ranking:	5,440					

Remember it is not where you start, it is where you finish.
Be totally committed to breaking 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 with the BFS 1-3-2-4 Flexibility program.

Recommendation # 2
The key to excellent power is the Parallel Squat, Power Squat, and Pigeonaise. 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

www.bfsonline.com

Top 10

October 17, 2005 1:34PM

East Side High School
Top 10 scores among Current Athletes
in the

Parallel Squat

Rank	Name	Date	Score
1st	John Titus	5/24/2004	9th 315 lbs
2nd	Jason Merrill	7/12/2004	9th 255 lbs
3rd	Andy Selcho	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 Bobertson	7/12/2004	9th 145 lbs
9th	Celina Tamayo	7/12/2004	9th 135 lbs
10th	Sara Clarke	7/12/2004	9th 125 lbs

BFS Beat the Computer

ADDITIONAL REPORTS: Produce Top 10 Lists

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only \$299 Work smarter, not longer!
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www.biggerfasterstronger.com!

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Student/Athlete

Weightroom Rules Poster

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