

Hosting an AJJF Clinic or Seminar

Complete Step by Step Instructions, Checklists
and Documents

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*"To win one hundred victories in one
hundred battles is not the highest
skill. To subdue the enemy without
fighting is the highest skill."*

- *Sun-Tsu*

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Introduction

This book will guide an AJJF (American Judo & Jujitsu Federation) member in hosting a successful clinic and be able to move through the process with ease and enjoyment. The material will cover funding types, hosting, materials, marketing tools, and basic pointers. It will also provide the links to forms from the American Judo and Jujitsu Federation website that you will need. Also included is a sample press release, lunch order sheet, profit and loss statement, and clinic flyer with registration.



Photo Credit John Pfund

How to Use This Book

These guidelines are suggestions designed to help those who have not handled sports clinics in the past. It should be read in sequence in order to fully comprehend and follow the suggested plan. Make note of the helpful hints listed throughout the guide and then simply start at the beginning and follow the checklists. Be sure to refer to the end of the guide for all of the necessary forms and form web links.

The days leading up to the event

Choosing the date of the event

Selecting an appropriate date for the event is extremely important. With so many events and happenings throughout the year, it is important to verify that the selected time does not conflict with legal holidays or any popular local events. One should also consult the online AJJF calendar before finalizing the date. It can be found on the AJJF website at www.ajjf.org under the calendar tab.



Setting the Price



AJJF events can be priced to allow for a profit, but if possible, try to make the clinic affordable to the general membership. A typical price for a local, day or evening clinic is \$10-\$15 per attendee. A late fee could also be assessed after a certain date or for same day registration. A typical late fee is an additional \$5 per attendee.

AJJF Regional Funding

A portion of the AJJF annual budget is allocated for the purpose of getting the Professors out to teach Danzan Ryu to our membership. These funds are meant to assist Event Hosts and alleviate some of the financial burden of running events.

Each Region comes up with their own system to divide their allocated funds and the schoolheads of that region vote to approve it. This generally occurs at a schoolheads' meeting or remotely via email. Sometimes funds become available later in the year if an event doesn't use all of the funds allocated or another Region has unused funds.

Each school in the region gets one vote when determining how the funds will be used. Typically Event Hosts submit a request to the Regional Manager and then the schoolheads in the region will vote on whether or not to use their regional funds to support the event and what amount. Usually this is partial funding and fees collected during the event cover the rest of the expenses.

Event hosts for regional funded events (or the instructor(s) they invite) can submit reimbursements forms with receipts up to the amount that was determined by regional vote. Given that they:

- Contact all professors and instructors who attend their event and inform them of what they can cover and how (e.g. meals are part of the camp, travel will be a pickup from airport, lodging will be at student house or receipts can be submitted for these costs). They should emphasize that no expenses should be directly submitted to the AJJF - they need to be submitted to the event host or covered by the guest as agreed upon in advance.
- Senior Instructor travel can be covered if a Professor is also attending the event.
- Events must be AJJF sanctioned events and open to all AJJF members.
- Reimbursement requests should be made within 30 days. December events need to be turned in by Dec 15th.

Event hosts then submit their reimbursement forms and receipts to their Regional Manager who then sends it in to be approved. To find your Regional Manager visit: <http://www.ajjf.org/AJF/opscom.php#regman> If you have any questions that your Regional Manager cannot answer, you may contact the National Manager of Divisions: divisions@ajjf.org

AJF Exams Funding

Another way for Event Hosts to receive financial assistance is to host blackbelt examinations in conjunction with their event. Exams are commonly held on the first day of an event and then the examiners stay for the rest of the event to teach. Usually 2/3rds of collected fees from exams can be used toward examiner travel expenses. Contact your regional exam coordinator to get approval ahead of time. To find your Regional Exam Coordinator visit: <http://www.ajjf.org/AJF/calendar/examSchedule.php#excomtab>

If you have any questions that your Regional Exam Coordinator cannot answer, you may contact the National Manager of Exams: exams@ajjf.org

AJFF Mats



If you are in need of additional mats for your event, the American Judo & Jujitsu Federation owns 5'x10' mats that may be borrowed for use at AJFF clinics and seminars. There are mats available in the Northern California and Southern California regions. The mats are usually stored at a centrally located academy, and you can find out where the mats are being kept by contacting your regional manager. Arrangements can be made to borrow the mats by calling the person who is holding the mats well ahead of time and then either picking up the mats yourself or delegating an event attendee to pick them up. The mats will fit in a full-size pickup truck if properly stacked and folded.

Sanctioning your Event

In order to promote and receive registrations for your event, you will need to create a flyer and/or a registration form. This flyer is also required in order to receive an AJFF event sanction. The sanction is required for the event to be a qualifying mat activity for the purpose of blackbelt exams, and for the event to be listed on the AJFF calendar. On the flyer you must also state that all participants must be AJFF members. A sample flyer and registration form is included in the back of this booklet.

As soon as you have created your flyer and registration form, immediately send these documents through email or postal mail to the Chair of the Insurance and Sanctions Committee (sanctions@ajjf.org). The AJFF sanction can be downloaded from the School Handbook on the AJFF website www.ajjf.org/AJFF/handbook/forms/eventsanction.pdf. After receiving confirmation of your sanction, you can proceed with additional marketing and promotion of your event.

Marketing and Promotion

Advertise your event to your own students and to the AJJF's general membership. Your event will be automatically added to the AJJF calendar once your sanction application is approved. It is also a good idea to send an email to the AJJF blackbelts and schoolhead email lists. Write your email announcing your event, and include the flyer and registration form as attachments. The attachments should be as small as possible (e.g. PDF or zip files), and send your email to:



Photo Credit John Pfund

blackbelts@lists.ajjf.org and schoolheads@lists.ajjf.org. Be sure to include a reminder in your email asking the recipients to announce your event to their students and friends. It's also possible to call or email members hosting contests, clinics, and other events and ask them to announce your clinic.

Arrangements for Visiting Guests

Make sure to organize travel arrangements several months in advance for your guests; and communicate clearly which of their expenses will be reimbursed and what their itinerary should be. Also make sure you have local transportation arrangements made prior to their arrival. You should confirm how they will be arriving to the clinic and then provide clear directions to the clinic, or make arrangements ahead of time to pick them up.

Preparation for the clinic

Advance preparation for your event will make the actual event run more smoothly.

Preparation may include some or all of the following:

- Clean the academy and make it appear neat and well-equipped.
- Plug in air fresheners to avoid foul odors. The academy may have many more people than in a usual class.
- Make sure the first aid and blood clean up kits are visible
- Make available stick on name tags and marking pens.
- Be certain to teach your assistants to be flexible, alert and accommodating.
- Refreshments such as bottled water, coffee, hot chocolate, cookies, and doughnuts are a nice touch. Don't forget the necessary utensils.
- Have all expenses tallied and recorded before the event. Make a profit and loss statement to determine your net income from which you could give a share of the revenues to the guest instructors.
- Determine what time you need to order lunch for your guest instructors. It is polite to pay for their lunch if your event will have a lunch period. A form for taking lunch orders for this purpose (e.g. sandwiches) is also included in the back of this book.

The Day of the Clinic

Be prepared for a hectic day on the day of your event. Be sure to have extras of chairs, pens, and registration forms on hand in case they are needed.

On the day of the event, it is helpful to assign greeters and instruct them to wear name tags. Determine which of them will be helping to register attendees and make sure that each attendee fills out the registration form and AJJF waiver. As you collect money, it is helpful to issue cash receipts. Three part money receipts that can be bought an office supply store make this process easier. When you receive cash and issue a receipt sometimes it helps to staple the second part of the receipt to the cash. A cash box or bank bag will make storing money safer and more convenient.

After all attendees are registered and you are ready to begin your event, line up the attendees and make announcements concerning the locations of restrooms, food booths,

and other areas of interest. Make sure to announce the procedure if there is an emergency and who to contact if first aid is needed. It's also helpful to announce when you are willing to sign AJJF Activity Sheets and budo passes.

As you move through your event during the day, think about taking photographs that you can use for future advertising. The same photos can also be used in a post-event article.

Post clinic

When the clinic is over, it is a common practice to give a share of net profits to the instructors. If you have recorded your expenses ahead of time then it should be simple to determine your net profit immediately after the event and before the instructors leave. You can use any photographs you took during the event in a press release to local newspapers, and in an article you write for the Kiai Echo. Even if it's a small article, it's great advertising for your academy as being a place to look for future events. You can also assign someone who participated in the clinic to write the article in order to have it written from the perspective of an attendee.

Final thoughts

Martial arts clinics and tournaments are an integral part of training. In the Esoteric Principles, Master Okazaki stated: "Since the fundamental principle acquired through the practice of Jujitsu has been elevated to a finer moral concept called Judo, "The Way of Gentleness", it may well be said that the primary objective of practicing Judo is perfection of character". Judo alters the mindset and overall attitude of a practitioner in a positive way. This should be the foremost goal of your martial arts clinic. The camaraderie, sportsmanship, and self-discipline that are fostered by being part of an organized group help form the true character of a judo practitioner. Hopefully, this book will provide what you need to make your event a success.

Many students and parents have said that their commitment to jujitsu has increased after a clinic. The contests and clinics make you realize that you are part of a much larger group and that each person matters in that group. We encourage you to run as many clinics and contests as possible. We hope this booklet helps you do that. It can be overwhelming at first to be a host, but just follow the checklists in this booklet and you will have a successful event!

Hosting a Clinic Checklist

Prior to the Event

- Choose the date _____
 - Look at AJJF calendar on the AJJF webpage
 - Make sure it's not around a major holiday
- Set the price: _____
 - Is there a late fee after a certain date: _____
- Do you require AJJF funding for guest travel expenses or other items?
 - Write or email the regional manager and ask for the availability of funds for your event.

Figure 1: Notes for funding request

DATE	NOTES

- Do you need AJJF Mats
 - Call, email or write the regional manager to see who has the mats
 - Call, email or write the person with mats and make arrangements
 - How will you transport the mats to your event?

How will you return the mats?

Figure 2: Notes about mats

DATE	NOTES

Sanctioning, Marketing and Promoting

- Prepare Marketing flyer
 - Save in PDF or Zip for attaching to emails
- Prepare Registration form
 - Save in PDF or Zip for attaching to emails

Figure 4: Notes for travel

DATE	NOTES

Download the Waiver for Events form which can be found at

<http://www.ajjf.org/AJF/handbook/hbForms.php>

Extra copies of all forms

Clean academy

Garbage

bathrooms

Supplies

Air fresheners

Chairs

Pens

Clipboards

First aid kit

Blood cleanup kit

Name tags with markers

Refreshment center

Cups

Instant coffee

Creamer

Sugar or sugar substitute

- Coffee stirrers
- Bottled water
- Doughnuts or other snacks or pastries
- Money envelope or cash box with 3 part money receipt book

The clinic

- Greet Guest Instructors
 - Ask them about lunch.
- Organize area for paperwork
- Delegate a greeter
 - Prepare name tags for attendees, instructors and guests
- Delegate a registration manager
- Open clinic
- Make announcements
 - Bathrooms
 - First aid kit location and first aid manager
 - Introduce blackbelts and guest instructor(s)

End of clinic

- Make announcements
- Thank visiting guests
- Complete profit and loss statement
- Profit sharing with visiting guests
- Complete press release form to promote your academy to local newspapers.
- Send article to Kiai Echo

Forms

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Table of Forms

1. AJJF Sanction Form can be found here:
<http://www.ajjf.org/AJJF/handbook/forms/eventsanction.pdf>
2. AJJF Participant's Release and Registration Form (waiver) can be found here:
<http://www.ajjf.org/AJJF/handbook/forms/eventparticipant.pdf>
3. Lunch Order Sheet
4. Profit and Loss statement
5. Sample press release for newspapers
6. Sample clinic flyer with registration form and AJJF Waiver

Lunch Order Requests

NAME	ITEM

Event Profit And Loss Statement

Event Name: _____

Date: _____

Revenue			
	Registration Fees		
	Late Registration Fees		
	Other Income		
	Gross Revenue From Event		
Expenses			
	Total Expenses		
	Net Profit Before Profit Sharing		
	Amount to visiting guests		
Net Profit			

Contact: Sensei John Pfund
Elite Self-Defense Academy
Phone 925-449-5715

2247 Second street
Livermore, Ca 94550
Phone 925-449-5715



Press Release

One of the Highest Ranking

Women Martial Artists Visited Livermore.

Professor Jane Carr, 8th degree Danzan Ryu black belt taught a special seminar at Elite Self-Defense Academy on Sunday January 3rd, 2010.

Livermore, California February 3rd 2010: On Sunday January 3rd AJJF Professor Jane Carr, all the way from Redding, California taught an amazing seminar to men, women and children at Elite Self-Defense in Livermore. At seventy years old, Professor Carr still handles herself very well. Muggers beware; Professor Carr and her students can throw people on the ground and twist bodies up into little painful pretzels. The boys and girls at the seminar age 7-12 had a fantastic time learning simple but effective techniques to protect themselves from harm from both adults and schoolyard bullies. Since jujitsu teaches how to use an attacker's strength against themselves, people that study jujitsu do not have to be strong to protect themselves. Elite Self-Defense, located at 2247 Second Street in Livermore, California offers valuable and exciting classes to men, women and children. Contact them at 925-449-5715 for more information on classes.

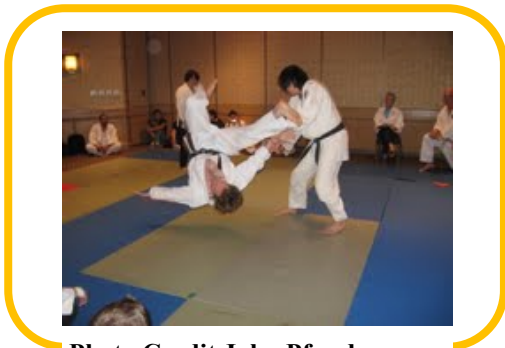


Photo Credit John Pfund



Photo Credit John Pfund

You Don't Want To Miss The Professor Carr Seminar



Photo Credit Phil Copitch

When: Feb 3rd,
2009
Time: 11am-5pm
Cost: \$10

Held At:
Elite Self-Defense
2247 Second St.
Livermore, Ca
94550

Your Chance To Study Jujitsu under an Amazing Martial Artist

Professor Jane Carr, 8th degree black belt in Danzan Ryu Jujitsu is being brought in to teach classes on Sunday February 3rd. at Elite Self-Defense Academy in Livermore, California. Don't miss this opportunity to train with a true master of martial arts.

She will be teaching classes to men, women and children on this day. To get in on the action register for the event by completing the bottom of this form and sending it in....Or bring this form on the day of the seminar. Please note though that pre-registration is encouraged. The cost of the seminar is only \$10.00.

AJFF MEMBERSHIP IS REQUIRED... If you're not already a member you can register the day of the seminar.

Registration Form For Professor Carr Seminar

Date: _____ Name: _____ Phone: _____ Email: _____

Address: _____

zip # street city state,

Academy: _____ Sensei: _____ Fees Enclosed: _____ Please make checks out to "Elite Self-Defense".

IF THE CONTESTANT LISTED BELOW IS UNDER 18 YEARS OF AGE, A PARENT OR GUARDIAN MUST SIGN

"For and in consideration of my being accepted as a participant in the above named event on the named date, intending to be legally bound, hereby, for myself, heirs, executors and administrators, waive and release any and all rights and claims I may have against said Federation or its members, for injuries, or rights to damages suffered by me, directly or indirectly as a result of attending, participating in or practicing for, travelling to or from such tournament, clinic, seminar, or class, or against the owners, organization or members of the gymnasium, school or place held. It is further understood that the Federation and Committee reserve the right to reject any participant."

WAIVER AND RELEASE OF LIABILITY - Read the paragraph above and sign below

Please print: Participant Name: _____ Rank: _____ Age: _____
AJFF# or write "new" _____ AJFF Exp Date: _____ AJFF Money Enclosed: _____
Parent/guardian or Participant Signature: _____ ***This is a waiver of liability.***