

How to Start a High School Judo Club

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Georgia Judo Club

Please note that this is an ongoing project which will periodically be updated as new ideas are incorporated.
Comments or ideas can be emailed to [Lee Wheeler](#)

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Introduction

This intent of this on-line book is not to tell someone how to begin a commercial martial arts club (though some of the information could be useful) or the experienced Yodan how to run a club. Its primary purpose to assist the individual who has little or no experience in judo, but has a keen desire to learn and spread the sport, a guide to establishing a school program. It may be a teacher who would like to establish a program for his students and learn along with them. It could be a student who would like to see a program established and needs help to find a club sponsor to do so. It could be someone with judo experience on the "outside" of the school system who needs help to find their way through the administrative nightmare of school systems. As an on-line book, it is free to download and print. You need to check it occasionally, as it will be continually updated as new information is received and edited into the book. Please feel free to send any comments about the book or information to be possibly included in it to [Lee Wheeler](#) . Please note that though all inputs are welcomed and will be considered, it does not guarantee inclusion in the book.

Why Judo?

Why not? There is a push around the nation for schools to teach "character ed." In Georgia, it is even mandated by the legislature. Sports has always presented opportunities to teach character to its athletes, but most are seasonal. However, judo can be easily set up as a year-round program.

Judo is also a good anti-gang activity. Gangs gather their strength by becoming the "family" to youngsters who have marginal family units. Sports help, but again they are seasonal. Judo's ability to be a year long endeavor can easily fill in the void.

Judo helps self esteem and builds confidence. High school sports are generally geared for the "winner" or athletes that excel. Unfortunately, not everyone can be a great athlete. Not everyone makes "the team." With judo, everyone can make the team. True that not everyone will win the medals, but for those who are not the great competitors, there are other avenues for them to pursue. They can still get recognition for what they learn through the colored belt rank system.

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Media Coverage and Public Exposure

Enough cannot be said about media coverage. A good performer must "sell his act" if he wants to continue to eat. You must do the same to have a dynamic program. Good publicity recruits new athletes, educates the public and other students about what judo is and its value, increases fundraising revenue, and increases the esteem of the athletes in the program by knowing they are in something worthwhile. Here are a few ideas for publicity and public exposure:

1. Public demonstrations (school, mall, church, or any other appropriate place)
2. Get on morning show of local TV station (Have a short demo by a couple of students)
3. Get results of any tournaments to the sports section (Be sure to meet the sports editor to help "grease" the way.
4. Try to get the local paper to run a special on your club
5. Get the athletes on a local radio talk show
6. During public fundraising such as bagging groceries, be sure to have poster boards with pictures of team members, team schedule, and results of tournaments.
7. School announcements, school paper, yearbook, school TV/radio if it has it
8. Have team do something charitable such as work on a home for the homeless or clean a stretch of highway. Take pictures and send to local paper, TV, and radio
9. Invite media to hosted tournament
10. Invite a radio station to do its broadcast from your hosted tournament.
11. Team logo on gis, T-shirt, etc
12. Letter Jacket

There is also a great article ["Outline for Publicity of Judo," by Dan Daniels](#) on the USJA web site and should be read.

Fundraising

(There Is No Free Lunch, Someone Has To Pay For It!)

Judo, as a competitive sport, is not cheap. Recreational judo that stays in the school can be fairly reasonable, but as soon as you enter the world of competitive judo, the costs begin to spiral upwards. Here are just a few of the costs to consider: uniforms, warm-ups, patches or embroidery, mats, crash-pads, organizational memberships, promotion fees, posters, books, training videos, tournament and clinic registration fees, transportation (whether plane, charter or car-pool), food, and hotel fees. The bigger the team, the bigger the problem. The farther away and higher the level of tournaments, the bigger the problem. This list of expenses is far from inclusive. However, there are several ways to raise funds for your program. Here are a few examples, some you will have seen before, but some may be new to you:

1. Charge a dues or fee to cover the minimal cost. (Organization membership, promotions etc.)
2. Sell candy (There are many companies that will set you up with a fundraiser)
3. Sell doughnuts (Check with you local doughnut company)
4. My favorite is Bagging groceries for tips (Little overhead, easy bookkeeping)
5. Sell ice cones, cotton candy boiled peanuts or other items (requires renting, borrowing, or buying equipment.)
6. Sponsor an Athlete (Business or individual sponsors an athlete for an event or season. Can be for small amount or large and athlete can get more than one sponsor. This can be another-one with little overhead.)
7. Hold a raffle (Check with authorities as these are not legal everywhere)
8. Run a tournament (Not recommended your first year. Go to some first and see what your in for, then start with a small novice tournament first to get your feet wet.)
9. Sell Coke by the Case (Check with local coke dealer to see if they participate)
10. Luncheon
11. Dances
12. Used car sale
13. Christmas Tree Sale

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14. School carnivals (Usually each club can sign up to run a booth)
15. Concession stand at any event where there are large numbers of people. (Schools frequently have teacher workshops with lots of hungry teachers.)
16. Car wash (Labor intensive)
17. Bake sale
18. Garage sale
19. Presentations or demonstrations at service clubs for donations
20. Something - a - thon (run, bike, swim, video game, rocking chair, dance, board game etc. - a - thon)
21. Clown basketball game against cheerleaders, teachers, or whoever will bring in people.
22. Fashion show
23. Womanless fashion show (Guys dress up as ladies, been a big hit at my school for PTA)
24. Collect cans
25. Have a movie theater offer cartoons on Saturday in AM and sell tickets.
26. T-shirt sale
27. Sell balloons
28. Chess or checker tournament
29. Hold a marathon
30. Dunking booth
31. Rodeo
32. ESPN Magazine program
33. Talent show or Gong show
34. Magazines Sale
35. Pig Roast
36. Flea market
37. Write a grant (Start by seeing if there are any local community grant-making agencies)
38. Get law enforcement agencies to help (They sometimes can include help under one of their grants such as anti-drug or violence campaigns)
39. Hold party in a plush place
40. Have a celebrity social (Sell tickets, have celebrities, donated food,
41. Parties such as tupperware parties
42. Letters to all businesses in area asking for donations
43. Have program for tournament with businesses paying for advertising
44. If all else fails, figure out what it will cost per athlete for an event and simply charge them for it.
45. Golf or Tennis Tourney
46. Sell products such as bandanas, bumper stickers, buttons, etc.
47. Sell posters of the team
48. Don't forget in-kind donations and special discounts. (For example, food stores may donate items to sell in the concession stand at your tournament.)

You need a variety of activities during the year as not all athletes will participate in everything. I have some that simply refuse to do any fundraising and prefer to simply pay their "far share." I have others who will sell cases of coke but refuse to bag groceries. I have others who will do everything they can.

A word about the media. Do everything you can to keep your team publicized. Keeping the team in the public eye translates to dollars later. This cannot be emphasized enough!!!!