



MARCUS FOOTBALL BOOSTER CLUB MISSION AND VISION STATEMENT

MISSION: We will create a championship culture of members and fans that are passionately committed to the belief system of the Marcus Football Program.

VISION: We will have a strong, unyielding commitment to the following:

1. Friday Night Lights: We will make Friday nights, or game day, a euphoric experience for our community, fans, and team. We must be unique and create an excitement that is unmatched. We will accomplish this through a coordinated effort between all parties involved. These parties include the Student Body, Coaches, Team, Band, Marquettes, Cheerleaders, and Crew. The “no down, 3rd down” will be a tradition staple on Friday nights.
2. Fundraising: We will provide resources to coaches and players to enable our team to compete at the highest level in the state of Texas. This can only be done by maximizing our efforts to the various forms of fundraising...spirit wear, corporate sponsorships, website, game day program, coupon fund raiser, and membership drive.
3. Branding: We will have consistent branding for our program. The Marcus “M” is the primary branding logo. We will use the helmet stripe (and its meaning) as a secondary logo. We will also use the slogan “Yes We Can...Yes We Will” annually. We want everyone to associate our brand, logos, and slogan with Marcus Football.
4. Community Service: We will give back to our community through service to others. We will contribute to benevolent funds and philanthropic endeavors. We will also make a huge commitment to serve members of our “football family” in times of need.



Marcus Marauder Football Booster Club
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