9. Wrestling media guide. (Secure local advertising)
10. Print plenty of t-shirts that advertise your program.
11. Present jackets to booster club board members and coaches at all levels of your program.
12. Honor guests at all home meets.
13. Establish specialty meets such a Parents Night, Alumni Night, College Meet, etc.
14. Wrestling trading cards for returning lettermen, managers, and some specialty cards of faculty members, custodians, administrators, etc.
15. Spend money on advertising your tournaments---it works!
16. Have plenty of resale souvenirs available. There should be a variety of items including t-shirts, sweatshirts, mugs, stuffed animal mascots, etc.
17. Secure corporate sponsors for tournaments if possible. This makes your money go farther.
18. Develop a curriculum and philosophy for your entire program.
19. Develop a wrestling TV show that airs on a local station each week; ours airs 18 times a week.
20. Make an annual team poster with a theme and distribute it to businesses throughout your community.
21. Establish a "worker fee deposit" to secure more help from parents for your program at locally run tournaments or meets. When they work their worker fee is returned. Either way you get help or needed money.
22. Award scholarships to graduating seniors to attend college, technical school.
23. Provide incentives beyond the participation you guarantee in your program. Stocking caps, jackets, t-shirts, etc. These are effectively used to gain added interest in joining your program.
24. Include administration (athletic director, principal, superintendent, etc.) in team pictures, media information.
25. Start an elementary wrestling cheerleading program. Purchase pompons, t-shirts, and sweatshirts for your young cheerleaders.
26. "Guts Club Award" picture plaque and jacket for those individuals always on time, never missing practice or meets. They are perfect in participation for the entire season.
27. Develop video instructional tapes for your wrestlers.
28. Have a potluck dinner with your wrestlers during the season.
29. Purchase best warm-ups and singlets you can for all wrestlers. This helps create added pride to being a part of your program.
30. Youth wrestlers receive hooded sweatshirt, t-shirt, and jacket patch.
31. Award scholarships to families that can't afford the cost of registration to your program. Have them sell pancake breakfast tickets (never let money be a determining factor for participation in your program).
32. Raffles (creates interest "we've raffled from hogs to new trucks").
33. Create special attractions at home meets such as large screen with introduction of each wrestler, include highlights of that individual in action from previous meets.
34. Cereal boxes with team photo recognizing a particularly successful season from a previous year
35. Team watches, socks, stocking caps, blankets, pens, license plate holders, seat cushions, etc.
36. Glow light bracelets for home meets.
37. Pizza box toss at home meets.
38. Maximize participation for your athletes! Schedule enough matches so all level participants are wrestling each week. Doing this creates more enthusiasm for your program; parents, grandparents, girlfriends, fans, and so on who come to watch wrestling when someone they know personally is participating. More students will come out for your program knowing they WILL participate in matches, instead of just practicing.
39. Promote the people who help you build and run your program by nominating them for wrestling awards such as; Assistant Coach of the Year, Broadcaster of the Year, Writer of the Year, etc. Show them how much you appreciate their efforts! Remember it's not about you, it's about your program.
40. Have booster club setup fireworks stand prior to July 4th and sell fireworks.

Editor's Note: Scot Davis, in February 2009, became the first high school coach to win over 900 dual victories. He has several individual coaching honors including the National High School Coaches Association "National Coach of the Year" award in 1998 and *Wrestling USA Magazine's* "National Coach of the Year" award in 2007. Scot was most recently selected for *Wrestling USA Magazine's* "Master of Wrestling" award in 2009 and the Dream Team Classic coach in Oklahoma.