COMMUNICATION 
BRANDING 
FUNDRAISING

Maryland FLL 2017 Kickoff

Created by TechBrick Robotics
www.techbrick.com
Your Presenter
Marco Ciavolino

- Founder of TechBrick Robots, LLC
  - In operation since 2003
  - K-12, FLLJr, FLL, FTC, FRC
- Owner Enktesis, LLC
- General Marketing/Communications
- Interests include music, cinema, theatre, sci-fi, politics, social issues, STEM education, home schooling, photography, cinematography

Our first team in 2004
Why do we do this? Because it’s amazing!
Teaching Your Team to Speak Good Well Goodly

Marco Ciavolino
Founding Mentor for TechBrick
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Forest Hill, Maryland
Speaking Well
All Good Public Speakers are Made

- Most people ‘freak’ if asked to speak in public
- Many people would rather die than speak in public.
Speaking Well
It’s a major topic in Google…
- Over six million entries...

Do you have Glossophobia?
Speaking Well

It's a Necessary Part of the Challenges

- FLLJr
  - Speak to expo visitor and judges
- FLL
  - Research presentation
  - Teamwork Interview
  - Technical Interview
  - Community participation
  - Fundraising
- FTC/FRC
  - Technical interview
  - Team to team communication
  - Community participation
  - Fundraising
Speaking Good

It should be speaking “goodly”

- I feel a lot more like I do now than I did when I first got here.

- I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant.

- Assign Mark Twain’s, “First Interview With Artemus Ward.”
Speaking Good Well

You must eliminate TM and KS (text messaging and kidspeak).

- Well, like, MBF and me, like, we want to go, like to the movies, AFAIK, its, like 2m, wr bion, starting, like, an FTC team. Its like cl wl lrn bnchs.

- A native language is a great language. Make it your mission to protect it.

- 95.1 Shine FM No-Um Contest… Can you talk for 30 seconds without saying, “um”? No one ever, um, wins.
Speaking Well

Intent does not equal meaning.

Where exactly do you go to the bathroom?
Before Text Messaging this Meant Something Else…
Why waste energy?

LEAVE LIGHT/FAN ON
CLOSE THE DOOR
This is why…

If you poop...

LEAVE LIGHT/FAN ON
CLOSE THE DOOR
Speaking Well

This is very important

- We remind them that everything they do in life and work will require clear, effective communications skills
Bonus Tip 1: Do Not Ask Yes/No questions ever.
This is the simplest way to get good responses.

Example:
- “Johnny, did you like camp?” Yes.’
  ✓ End of discussion.

- “Johnny, what did you like about camp?”
  ✓ He has to answer…

This is the single most frequent mistake in discussions, meetings, etc. Ban Yes/No questions from your workplace, your team, your family and you’ll vastly improve your communications.

Will you do this today? :)
Bonus Tip 2: Never let anyone answer a question with a question.

You must enforce confidence. Engineering is facts.

Example:

- Q: “Johnny, what voltage are you feeding to the motor controller?”
  A: “Twelve volts?”
  ✓ Bad answer. Either he know or he doesn’t and difference can cost $100’s of dollars.

- Q: “Well Doc. What do you think is wrong?”
  A: “You have appendicitis?”
  ✓ Bad answer. Will let him operate?

Students must be trained to answer with confidence from knowledge. They either must answer or find the answer.
Bonus Tip 3: Don’t Do Anything Stupid
The Lt. Dan Rule…

Heed Lt. Dan in Forrest Gump…

▪ “We have one rule here. Don’t do anything stupid like getting yourself killed.”
You Control Your Tournament
You own the time and space.
Live or die.
It’s your choice.

- There is simply no reason for you to fail in your responsibilities.
- Here are your rules of engagement:
  - Understand equipment flawlessly.
  - Check and re-check all equipment.
  - Master competency in control.
  - Drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill, drill
Team Branding

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Branding: Key Elements

"On the Internet, nobody knows you're a dog"
Corporate ID

Three Rules

▪ Corporate ID systems work
▪ Your team should have corporate ID
▪ You should use it aggressively
▪ There are always more rules….
Branding: What is Corporate ID?

Corporate includes all the elements used to communicate the products, mission, vision, and services of an organization.

- At a minimum CID includes
  - Name
  - Logo
  - Colors
  - Publications: Stationery, cards, literature
  - Display: Signs, posters
  - Web: Website(s)
  - Clothing
  - Specialties
Branding: What is Corporate ID?

A corporate ID includes all the elements used to communicate the products, mission, vision, and services of an organization.

- Big corporations defend their brands
- You can as well.

Should you brand your team? Let’s see...
Branding: What Is Corporate ID?

Let's Start with Some Examples

- Provides identity
Branding: What Is Corporate ID?

Let's Start with Some Examples

- Provides motivation
Branding: What Is Corporate ID?

Let’s Start with Some Examples

- Creates loyalty

![Coca-Cola Logo]
Branding: What Is Corporate ID?

Let’s Start with Some Examples

- Generates excitement
Branding: Key Elements

A Name

- Should be descriptive
- Should have a domain name that matches what you do
- It should be easy to remember
- It should be easy to spell
- It should (esp for FLL) be imagination generating.

For example…

✓ Naming a team the Lettgoes may be clever, but no one can remember how to spell it.
✓ ChrisMaggitti.com or ClassicalChris.com
✓ ElizabethCiavolino.com or HarpGirl.com
Branding: Key Elements

A Name

- Think about how it will sound when announced...

“And Now the Very Soft Pillow Builders....”

“And now, the LEGONAUTS League of Extraordinary Bricksters!”
Branding: Key Elements

A Logo

▪ What makes a good logo? Here are my simple rules for success…

✓ A logo only needs to communicate the single, key issue that is your business.

✓ It must be able to be represented in one color, shades of one or two colors, or full color.
Branding: Key Elements

Logos

- Ideally all logos should be designed in a vector-based program (Illustrator) or 300dpi on a 12 x 12 master.
  ✓ Why? Because vector based or hi-res drawings can be resized and repurposed for any type of output from screen printing to banners.
ABSOLUTE ZERO ELECTRICITY
FRC 3941
Branding: Key Elements

Clothing and Gear: Options 1, 2

1. Make it yourself / Iron On
   ✓ Time consuming
   ✓ Low durability

2. Use a local silkscreen vendor
   ✓ Requires minimum quantities (at least 40+ shirts)
   ✓ Restricted colors: Usually no more than two are affordable.
Branding: Key Elements

Clothing and Gear: Option 3

- Tie Die/Masking
- ✓ Technical skills required
- ✓ Creates individual creativity
Branding: Key Elements

Clothing and Gear: Option 4

Use Direct Print Shirt Companies

- Full color, High durability
- We have used all these companies
- Wide range of shirts

- Totally Cheap T’s (Online): Very good prices
  - http://whitemountaintees.com
- Café Press (Online)
  - www.cafepress.com
- Zazzle (Online)
  - www.zazzle.com
Branding: Key Elements

Clothing and Gear: Option 5

Do Amazing Print All-Over

- Full color, High durability
- Wide range of shirts
- Stunning designs

• JakPrints:
  • http://www.jakprints.com
  • http://www.jakprints.com/all-over-shirt-printing
Branding: Key Elements

Clothing and Gear

- Make it fun!
Branding: Key Elements
Branding: Key Elements

Literature
Put your logo on everything.

FirstInMaryland.org
Branding: Key Elements

Banners and Display
Branding: Key Elements

Banners and Displays
Branding: Key Elements

Samples

Economy Retractable, 78.7”x33.4”, 2-Sided

Custom Printed 2 sides

$199.99

Design your own

Upload print-ready design

Search templates

Quantity: 1, 2+, 4+, 8+, 16+
Branding: Key Elements

Samples

Awesome-X 63.0"x23.5" Banner Stand, 1-Sided

Custom Printed 1 side

$39.99

Get FREE Super Saver Shipping on custom products with any order over $49.00!

Design your own

Upload print-ready design

Search templates

Quantity Discounts

1 3+ 4+ 8+ 16+
Branding: Key Elements

Banners

✓ Need professional artwork
✓ Use the best images and elements
✓ Make sure it contains your core message
✓ Try to make perpetual
  ✓ Use start dates
  ✓ Avoid annual references
Branding: Key Elements

Your Robot
Branding: Key Elements

Your Car
Branding: Key Elements

Web Sites

- **FIRST:** You need one...
  - Why? It’s the fax machine of the millennium

- **SECOND:** People expect you to have one...
  - Why? Parents, supporters, other teams want to know what you are doing.

- **THIRD:** They are easy to build...
Branding: Key Elements

Web: How it all fits together...

SEARCH ENGINES
Google, Yahoo, Bing and many others.

WebSites

Directories
Sites of Sites

Add This
Site Aggregators

Other Stuff
Skype, Chat, Wikipedia

Google Ads
and Other Ad Placement Services

YouTube
and other video sites

Twitter
and other blog type sites

FaceBook
and other social networking
Branding: Key Elements

Web Sites: Register a Domain
- Pick one that is your team name or similar
- Use a major registrar: I recommend Uniregistry.com
- To be safe you should own at a minimum: .com/net/org

Web Sites: Secure a Hosting Account
- There are hundreds of companies.
- Costs range from $4 to $30 per month. Minimum is fine.
- All hosting companies offer some content tools
- Or use Wordpress.com and Google Sites (free.)
Quickest Path to a Website

Google Sites: sites.google.com

You can build a site in 10 minutes.

FREE
Quickest Path to a Website

WordPress at WordPress.com

You can build a site In 20 minutes.

FREE or PAID
Branding: Key Elements

Web Site: Social Benefits

- Fulfills part of the US FIRST mission of sharing your information.
- Our team has had communications from teams all over the world.
- Our team has helped teams all over the world.
Global Reach Through Our Website

Visitors from more than 150 countries and 7500 cities. Nearly 1.3M page views.
What Should Your Site Contain? Good Copy

Home Page
- Clear statement of your name, team and location.

About Us
- Good, well written overview of who your team is and why you are this program.

Our History
- If you’ve been around a few years (including awards)

Our Progress
- Try to write an article a week. 3-4 short paragraphs with photos.

Contact Us
- Either a form or an email address.

Resources
- Links to awesome sites like MD FIRST and TechBrick
What Other Tools Should You Setup?

Gmail Account
- For email (YouTube access)
- Google Calendars
- Google docs
  - Provides Google Forms
  - Google spreadsheets (for collecting data)
- Free site

Social Networking
- Facebook
- YouTube (part of Google)
- Twitter

Tracking
- Google Analytics (part of Google)
- StatCounter (statcounter.com)
Use Great Photos

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What Should Your Site Contain? Great Photos

You Must Be Diligent About this.

Bad media is worse than no media…

Marco Ciavolino, Owner, Enktesis LLC and Director of TechBrick

“If you only show people your good photographs they will think you are a great photographer.”

Don Regier, Director of AV for Dallas Theological Seminary

For more great ‘How to Articles’ see http://www.enktesis.com and download

“Mundane and Boring Subjects that will Change Your Digital Life”
FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS

In the old days when a 35mm roll was 24 or 36 exposures most folks were relatively careful about how they took pictures. Processing and printing was/is expensive and most people couldn’t justify spending hundreds of dollars on processing for a simple event.

But in the age of digital photography anyone can shoot 100’s or 1000’s of images for even the most insignificant event.

- The good news is that if you shoot 400 pictures you’re bound to get at least one good one.
- The bad news is that if you shoot 400 pictures you’re bound to get mostly bad ones.
FROM 36 EXPOSURES TO 3600: HOW TO SORT DIGITAL PHOTOS

Now begin your sorting process

- **Pass One:** Delete anything that is remotely bad no matter how endearing: *Out of focus, bad lighting, unattractive, unflattering, no composition, food in mouth, eyes closed, crooked,* etc.

- **Pass Two:** Pick the best of sets of photos: *In digital photography you will typically overshoot. Keep only the best two or three photos from each set or setting.*

- **Pass Three:** Pick the best of each set. *Focus on what tells the story of the event.*

- **Now pick the really best photos from the set and only show those.**
FROM 36 EXPOSURES TO 3600

How do You Learn to Take Great Pictures?

▪ Go to the library
▪ Get every TIME/LIFE, National Geographic, and Sports Illustrated photo book you can find.
▪ Look at them and say: Why is this a good photograph?
FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Use wide angle correctly…
FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Get uncomfortably close
FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Follow the rule of thirds: Not this.
FROM 36 EXPOSURES TO 3600

RULES FOR GOOD IMAGES

Follow the rule of thirds: Fill the frame.
FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Generally Shoot Landscape
Better for video/slides
FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Shoot Full Frame

Avoid post shoot editing.
FROM 36 EXPOSURES TO 3600:

WATCH HORIZONS

Generally straight unless necessary.
FROM 36 EXPOSURES TO 3600:

BE YOUR SUBJECT

Get down to the level of your subject…
FROM 36 EXPOSURES TO 3600:

SHOW ALL IMPORTANT INFORMATION

Make sure you show the space…

- Show the room
- Show the activity
- Show the groups
- Show the individuals
- Show signs
- Show displays
FROM 36 EXPOSURES TO 3600:

Watch Backgrounds

- Poles
- Lines
- Signs
- People
- Places
On the next few pages look at some of the most influential photographs of history.

What makes each one memorable? What effect did it have on the country?

We are not expecting you to take Pulitzer winning photographs.

Just good ones...
The picture that ended a campaign.
The picture that ended an era.
The picture that captured our imagination.
The picture that expressed the grief of a nation.
The picture brought change to a nation.
The picture that showed us that we are in this together.
The picture that shared the grief of a nation.
The picture that showed us what we can do if we try.
The picture that expressed the joy of a nation.
The picture that expressed the triumph of a nation.
DOWNLOAD: Photo Guide for FIRST Events and Other STEM Competitions

https://enktesis.com/photoguide

Also:
• Make a photobooth
• Secrets to organizing your digital world. No clearance required.
Paying for it all and more...

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How to Pay For It…

Charge a reasonable fee to participate.

- With 8-10 kids and existing equipment that may be all you need.
- Example
  - 8 students at $200
  - $1600
  - -FIRST FEE: $225
  - -FIELD KIT: $75
  - $1300
  - -EV3 STUFF: $600
  - $700
- Which is more than enough to pay your state fees
- And make a field
- And buy shirts/banners
- And order pizza once in a while
How to Pay For It...

If you are associated with a 501(c)(3) you can seek grants from foundations.

- There are many lists of STEM Grants (search Google)
- Many corporations have funding programs for 501’s
- Talk to local government/councils
How to Pay For It…

Run Like A Business

- Open a separate checking account
- Setup a PayPal account
- Consider forming an LLC
- Setup a working accounting system
- Beware of geometric expenses
  ✓ Like offering to pay for pizza
How to Pay For It…

Communicate with the employers/vendors associated with your students and alumni of your program.

- Encourage your parents to talk to their employers
- Encourage parents to talk to vendors they use

Examples

- We have 147 adults who work at 73 companies
- We have more than 60 alumni

But, you must ask (and that is hard).
How to Pay For It...

Choose selected fundraisers that share your work.

▪ Avoid huge time consumers like selling goods/services
▪ Hold seminars/training events
▪ Talk to Applebees or other local restaurants for fundraiser events.

Many Applebees will let you staff the restaurant for breakfast at $1 per person for all you can eat pancakes and sausage.
How to Pay For It…

Tell Your Story Well

▪ Create at least one story document.
▪ Be creative.
▪ Remember, on the internet nobody knows you are a dog.
How to Pay For It…

Try a Really Creative Brochure

▪ Fold Factor
▪ [http://foldfactory.com](http://foldfactory.com)
How to Pay For It…

Search Google (of course)

- Skip all the products sales schemes
- Look for other groups who have offered ideas
How to Pay For It…

Spend Time at FIRST (requires login)

- https://www.firstinspires.org/resource-library/fundraising-toolkit
Other Resources: firstinspires.org
Other Resources: FirstLEGOLeague.org
Other Resources: youtube.com/user/FLLGlobal
Other Resources: FirstInMaryland.org
Other Resources: TechBrick.com

Scoring Sheets NEW!
Images For Your Own Worksheets, Posters, and Clothing
Group Exercises for Team Building
Challenge Logos
Worksheet for the Challenge Table
11x17 Field Worksheet for Strategy
A Worksheet for the Challenge Elements
A Strategy Worksheet for the Challenge Pieces
Step-By-Step Programming Worksheet
Awesome Lego parts that can win you a FLL
What is a Team Info Sheet?
Cool LEGO Ruler With Stud Counters
Mission Path Robot Speed Spreadsheet
Digital Truths Articles
Other Resources: Google.com

About 73,900 results (1.27 seconds)
Summary

Your Students
- Informed: Know the rules and guidelines
- Communicators: Teach them to speak well.

Your Team
- Get a great name
- Register a domain name
- Create a website
- Create Social Media
- Create a great logo
- Make stuff
- Take great pictures
- Promote/Fundraise
Questions?