

# 2010 LINCOLN TROJANS FOOTBALL

## FIVE-YEAR TROJAN LEGACY CAPITAL CAMPAIGN

# The FOUNDATION for DOMINATION



**2010**

**LINCOLN TROJAN**

**FOOTBALL**



A photograph of a Trojan football player in a white jersey with green accents and the number 35, running with the ball. The player is wearing a white helmet with a green facemask. The background is slightly blurred, showing other players and spectators.

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# TROJAN LEGACY

## CAPITAL CAMPAIGN

We often tell our football players to do “what it takes” to win. We ask them to “give 110 percent effort” in order to make our football team the best it can be. As alumni, parents and students of Lincoln High School, we pride ourselves in the success of our football team. We now have a chance to do our part to help the entire Lincoln High School family reach new heights, creating a legacy for future generations of students and alumni.

The “Trojans Legacy Capital Campaign” is a five-year fundraising plan designed to provide for the capital improvements necessary to compete at the highest level with other nationally recognized high school football programs. As a nationally recognized high school football program, we want to provide our players and coaches with the very best in facilities, equipment and other football-related needs to put us on par with other top-level programs across the nation. As you will see as you review the plans for this campaign, these improvements will also provide tremendous benefits to other sports programs and to Lincoln High School as a whole.

Our fundraising plan is simple: To harness the power of our alumni and friends, having each give a little towards our goals. Each campaign donor would make a five year pledge representing their total payment to the campaign, then make an initial payment representing one of their five yearly payments at some point during the first year. Future pledges would be linked to credit/debit cards and would be automatically billed at the beginning of each football budget year (May 1) or at regular monthly intervals within a given year until completed.

Now more than ever, we need each of our loyal supporters to do “what it takes” and to “give 110 percent” to this program just like we ask our football players to do. And in doing so, we will take our football team, our entire student body and our extended family at Lincoln High School to the next level for many years to come. Please join with us by giving generously to ensure our future success!

Sincerely,

**Allen Burch**  
Principal  
Lincoln High School

**Yusuf Shakir**  
Head Football Coach  
Lincoln High School

**Paul O’Halloran**  
Dean of Students  
Lincoln High School

**David Wilson**  
Director of Student Affairs  
Lincoln High School

**Jimmy Everett**  
Athletic Director  
Lincoln High School

**Larry Bodkin**  
President  
Lincoln Quarterback Club

# Review of Trojan Legacy Capital Campaign Planned Improvements



Home Stadium/Field House

## Home Stadium/Field House

\$750,000: The existing stadium will be renovated and expanded to accommodate both home varsity and junior varsity games at Lincoln. Improvements include renovation of existing home side of stadium, creation of a visitor side of the stadium with bleachers and a press box, and the creation of a Trojan Field House with a large team meeting room, position meeting rooms, coaching offices, football weight room, training room, and much more. While much of the multi-million dollar project will be created through school improvement funds via the State of Florida's half-cent sales tax program, Trojan Legacy Capital Campaign funds will be used to provide the furnishings and finishing touches to the stadium and field house areas.



## "TrojanTron" Stadium Scoreboard

\$100,000: A new scoreboard will replace the current scoreboard in the north end zone. This new scoreboard will be similar to the Bainbridge High School scoreboard shown below. This scoreboard will include a "Jumbotron" style large screen video monitor for announcements, instant replays and sponsor signs.

## Weight Room Equipment

\$75,000: Completely redesigned weight room with state of the art “Hammer Strength” weightlifting equipment so our players can train and prepare to be the best. This equipment includes: Heavy Duty Power Rack and the “Jammer” Explosiveness Trainer



**Weight Room Equipment**

## Display Signs with Electronic Message Boards

\$100,000: Display signs with message boards similar to the sign below would be placed on the corner of Capital Circle Northeast and Doyle Conner Boulevard, as well as on the corner of Doyle Conner Boulevard and Trojan Trail. Both of these signs would have electronic message boards. The sign on Doyle Conner and Trojan Trail would also have directional signs to direct visitors to the school and the sports complex.



**Display Signs with Electronic Message Boards**

## Custom Team Travel Buses

For Travel Related Team Needs/Trips - \$100,000: Two extended custom team travel buses would be purchased and used by the Lincoln Football Team as needed. These buses would also be rented to other sports teams on an available basis to offset costs and provide additional benefits to the Lincoln Football Program.



**Custom Team Travel Buses**

# Letter from Head Football Coach Yusuf Shakir

We begin our 36th year at Lincoln High School with high expectations for our 2010 Lincoln Trojans Football Team. Continuing a proud tradition of excellence, we are planning now to return to the FHSAA 4A Football State Championship Game in Orlando in December 2010 to add yet a third state championship to our 1999 and 2001 campaigns. And with many of our returning letterman from our state runner-up run in 2008 and deep playoff run in 2009, a great crop of incoming players from our 2009 Junior Varsity City Championship Team (fourth consecutive year) and some tremendous additions to our coaching staff, we believe we have everything in place for success again in 2010...except your support!

Our mission this year remains the same as it has always been...to instill in our players a sense of self-worth, a sense of commitment and a sense of Trojan Pride in everything they do both on and off the field. We believe it is our duty to train these young men for current success in the classroom and on the football field and future success in society. The values and lessons that they learn at Lincoln High School and as a part of the Lincoln Trojans Football Team will carry them for the rest of their lives. We take this mission seriously and know that to be the best, we must work hard to have the best prepared football team we can have, a student body full of Trojan Pride and the strong support of our community. Without all three of these ingredients, we will not be as successful as we can be.

We encourage you to consider your role to support this legacy campaign financially and as a volunteer. Remember that nothing great ever comes without sacrifice. We must have your active support to make this happen. Remember that your contributions are tax deductible and that football is the only high school sport that is not provided any money by Leon County Schools. Please provide your support for these worthy endeavors and actively show your Trojan Pride, as we work together to win another championship for Lincoln High School Football and create a powerful legacy for our future. Go Trojans!!!!

With Trojan Pride,

*Coach Yusuf Shakir*  
Head Football Coach  
Lincoln High School



# The FOUNDATION for DOMINATION

The overall goal of this campaign is to raise at least the \$1.125 million needed to fund the projects specifically listed within this campaign plan. These funds would be collected over the next five years through individual and corporate pledges based on the categories of contributions listed below. Our overall plan to reach and exceed our financial goal is simple: That many give a little so that all can be included in our efforts. We believe that this campaign plan accomplishes this goal so that all who want to can share in the legacy of this campaign, no matter what their financial situation.

## INDIVIDUAL AND FAMILY CAMPAIGN PLEDGES

To see the true power represented by a substantial commitment by our alumni and friends, there have been on average approximately 350 students graduate from Lincoln each year since 1974. With Lincoln High School in its 35th year, there are well over 10,000 alumni and friends that could give to this campaign. Given these numbers, the following contribution scale is completely feasible given a concerted communications effort:

- Lunch Money for Lincoln (Current Student Pledge): \$100+ @ \$20+ per year
- Trojan Alumni and Friends Pledge: \$100-\$249 @ \$20+ per year
- Spirit of Troy Pledge: \$250-\$499 @ \$50+ per year/\$25+ per half year
- Soldiers of Troy Pledge: \$500-\$999 @ \$100+ per year/\$25+ per quarter
- Warriors of Troy Pledge: \$1,000-\$2,499 @ \$200+ per year/\$16.67+ per month
- Leaders of Troy Pledge: \$2,500-\$4,999 @ \$500+ per year/\$41.67+ per month
- Founders of Troy Pledge: \$5,000-\$9,999 @ \$1,000+ per year/\$83.33+ per month
- Trojan Legacy Club Pledge: \$10,000-up @ \$2,000+ per year/\$166.67+ per month

## CORPORATE CAMPAIGN PLEDGES

We would also strive to create the same type of program participation by our corporate supporters. Heavy emphasis would be placed on targeting those businesses physically located within the Lincoln school district, as well as those business outside the district that have shown interest in supporting Lincoln Football. We would also target all businesses, regardless of location, owned or managed by Lincoln alumni. Again, given the large numbers of potential contributors, the following contribution scale is an estimated plan that is completely feasible for this group of potential donors:

- Soldiers of Troy Pledge: \$500-\$999 @ \$100+ per year/\$8.33+ per month
- Warriors of Troy Pledge: \$1,000-\$2,499 @ \$200+ per year/\$16.67+ per month
- Leaders of Troy Pledge: \$2,500-\$4,999 @ \$500+ per year/\$41.67+ per month
- Founders of Troy Pledge: \$5,000-\$9,999 @ \$1,000+ per year/\$83.33+ per month
- Trojan Legacy Club Pledge: \$10,000-up @ \$2,000+ per year/\$166.67+ per month

# 2010

# LINCOLN TROJANS FOOTBALL

This is truly an exciting time for Lincoln Trojans Football and the entire Lincoln High School extended family. The key to the success of this campaign is for the Lincoln family as a whole to feel a personal need to invest in this project to ensure the success of Lincoln High School football teams, as well as other sports teams who utilize the stadium field. Each alumni year beginning with the 1974 class will be organized into groups for the purpose contacting their classmates. The class receiving the highest level of pledges will be specially recognized at the official stadium dedication ceremony.

It also allows alumni and friends to be recognized for their participation in this project for years to come. Each contributor to this project will be recognized in a permanent display at the stadium. This recognition will be prominently displayed in a "Trojan Legacy Capital Campaign Walk of Fame" in the stadium area where the players walk onto the field before each game to allow them to remember the people who paved the way for their success. There will also be special individual recognitions for donors of higher sponsorship levels.

