

HOWDY BOTS

FRC Team 6377

Our Sustainability Plan In a Cowboy Boot

1. We are a community team established to serve teenagers from many different educational paths, regardless of their schooling or background.
2. As a community team, we are responsible for raising 100% of our \$150,000 annual operating budget.
3. In 2020, we achieved our 3-year goal of growing our annual revenue sufficiently to move into a dedicated shop space which was key to allowing us to expand our team size beyond 15 students.
4. In 2021, our conservative financial planning and larger shop space allowed us to acquire a Haas, Shapeoko, lathe and laser to bring 100% of manufacturing in-house for the 2022 season and beyond, increasing student learning opportunities and removing reliance on external sources for parts fabrication.
5. Our chief fundraising vehicle each of the last five years is our live telethon (over \$38,000 profit in 2023), which runs for 3+ hours and includes student interviews, competition highlights, and insight into our team.
6. We offer a robust sponsor care package with a defined set of benefits and variety of donation tiers suitable for donors of all sizes.
7. We emphasize our strong brand and team culture to help build our reputation and stand out, even as a relatively young team.
8. To promote competition and cooperation, our annual off-season “Howdy Bot Rodeo” simulates a mini-build season, where 4-5 person teams compete in our own, unique game challenge.
9. We host “STEM Rodeo Night” which is an outreach event that invites 6-11 year old students to do STEM-related stations for a night. This allows us to inspire the new generation of engineers while recruiting future howdy bots. These events also yield a small profit of roughly \$35 per student participant.