

Event Participation Buttons

Author: Mark Kaprielian

2007-01-22

Technical Data as of 2007-22

Table of Contents

I. Proposal.....	1
II. Overview.....	1
III. Administration and related policies	2
IV. Other considerations	3
V. High Level Design Consideration.....	3
VI. Pricing information	4
VII. The Artwork. The correct size to view this is at 1.5” on your screen.....	5

End of Table of Contents

I. Proposal

To purchase button making equipment for the purpose of creating 1.5” diameter Event Participation buttons. Membership recognition buttons would be awarded to players based on the number of rated club events participated in since the inception of the club in 1983. Side games would not be included as participating in the event.

Purchase of a starter kit would provide all the materials necessary to make 500 buttons. Artwork has been designed at no cost by way of volunteer effort to the club and is provided as part of this proposal.

The starter kit selected for purchase costs \$349. Details of the kit are provided in another section. Creating additional pins after the initial 500 button stock is depleted has a projected cost of 24 cents per button at a quantity buy of 100.

Discussion of the initial proposal by the Board resulted in the following agreements:

- Pins shall initially be issued at the following level of events.
10, 25, 50, 75, and every additional 25 thereafter e.g. 100, 125 ...
- The Button size shall be 1.5”
- The simpler design of just the number in the center and no mention of “events” on the button shall be used. The artwork in this document has been updated to reflect this decision.

II. Overview

The central purposes for the recognition buttons are:

- Provide a means to recognize dedicated club players.
- Foster a sense of community by providing a means for members to display their affiliation with the club. It is expected that the key chains will be used as either key chains or as ornamental decoration for the members chess bag
- Marketing of the club by way of our members in other chess venues
- To help motivate members to continue participation by giving them an achievable goal.

Buttons were selected because they are an inexpensive way to produce an award that can be maintained over time. The primary cost in the startup expense of purchasing the equipment. By creating buttons that have a safety pin latch on the back, members will be able to affix the buttons to their chess bag handles, coat, hat or shirt.

Discussion was held among the members of the Monthly events advisory group about what levels of participation to recognize. The consensus was that we would like to provide encouragement at the low end of the range as well as recognize longevity at the other end of the range and that if costs allowed and ongoing effort was not to great, to provide as many levels as possible.

III. Administration and related policies

Event participation data is currently produced from our event demographics database. Long term maintenance of this program will require:

- Continuing the update of the event demographic database
- Occasional creation of additional pins to be ready for awarding
- Awarding the pins

Because the cost of the buttons are approximately 25 cents, to make administration of the recognition program minimal, it is proposed that we will not keep detailed records of whom has been awarded a button. If someone states that they have not yet received the button due them we will simply take their word for it and reissue the button. We may suggest that they can return their previous button if they would like to but will not require it. Some players may want to display their multiple buttons as they progress.

Using the database to calculate the initial awards using the following parameters:

- Entire club event history through December of 2006
- Players who have played in the last two years.
- Not deceased
- Group players into multiples of 10 events

Events Range	Players in Range	Accumulating Count
200	1	1
170	1	2
160	1	3
150	1	4
140	2	6
110	1	7
100	3	10
90	2	12
80	8	20
70	6	26
60	3	29
50	9	38
40	10	48
30	13	61
20	22	83
10	50	133
0	138	271

We could select to group people by 12 events which would simulate equivalent years. This could become confusing people. We would essentially be saying, for example, “congratulations you’ve played at the club for virtually 2 years (24 events). By grouping by 10 events, we would be saying “congratulations, you’ve reached the 100 event mark” or the 20 event mark, etc. Basically, keeping it decimal like instead of year like is perceived as being simpler to appreciate and to understand.

Considerations on selecting what ranges to reward:

- We would like to make the buttons have meaning so to make it too easy works against this purpose.
- We do not want to make it too exclusive as then it will seem unlikely to be achieved
- We could group by 50 events for example. If we did this reaching the next level requires 50 more events which is no trivial matter. e.g. 50 event award, 100 event award. 50 events is just a little over 4 years!

Selecting 10 as the minimum level, an additional 50 buttons would be issued

(This Discussion text provided by Jim Krycka)

It's a simple rule and the additional cost is minimal. It is probably more important to encourage a player to play in his/her first ten events than for succeeding milestones.

It's very hard to make it every month of the year (due to personal commitments), and school age (including college) students may not be able to play year round. "Dedicated" players may take 1 to 2 years to reach 10 events. I think this milestone should be recognized, especially given that the additional pins can be produced for about 25 cents. Once a player has reached 10 events, I'd say he/she is "hooked" on chess and coming to MCC.

Selecting 20 as the minimum level:

If we selected 20 allows a new hard core player to receive their first button in just over 1.5 years. This is more than a years worth's but not quite 2 years. There are only 22 people who have managed to move into that range who probably are among the newer players (as opposed to an old time player playing in one event a year for the last 20 years. Not so likely.)

By selecting 20 as this minimum level, only 83 buttons would be issued as of today. Of course long time players returning to active play would be added into the 83. The data above reflects only those active in the last two years. We can expect to see some small number of players returning to active play.

Selecting 30 as the minimum level

It would take a new hard core player 2.5 years before they receive their first button

IV. Other considerations

Once the initial investment in the equipment has been made, we may now use it for other purposes such as:

- Summer Scholastic Program – Participation Awards – The Kids would probably love this and it is a cheap way to give everyone something
- Summer Scholastic Program – Special awards
- Generic TD badges so that new players can see who is a TD.
- Special recognition – Volunteers, Group Class instructors

V. High Level Design Consideration

Design considerations:

- Make it distinct from the Key chain design being proposed
- Use the branding colors to associate the design to our branding.
- Since the button will be about 2.5 inches wide, it should be relatively simple for visual clarity
- Make text big enough that we might expect it to be readable from a few boards away
- Allow for the possibility of slight alteration of color or design to signify very high levels

VI. Pricing information

Researching on the web and checking eBay, there appears to be several models of the button machine and several models of the circle cutters. The price ranges of the various models are within about \$80 of each other. I've selected based on apparent robustness of the devices like the most robust

From <http://www.buttonsonline.com/>

The Model 150 Starter Kit: \$349

- Model 150 button press
- AC-1 circle cutter
- 500 pin-back button sets

The Model 225 Starter Kit: \$329

- Model 225 button press
- AC-1 circle cutter
- 250 pin-back button sets

VII. The Artwork. The correct size to view this is at 1.5” on your screen



End of proposal