
BLACK BELT & BEYOND

TAEKWONDO PROFESSIONALS

GM SUNG C. KIM JUNE 2022

2022 CONVENTION

WHY DO STUDENTS QUIT?

IT'S NOT FUN ANYMORE!

THE NOVELTY HAS WORN OFF

TOO EASY

BORED

TOO MUCH DOWNTIME

THEY DON'T FEEL CHALLENGED

TOO DIFFICULT

FRUSTRATED
CAN'T LEARN IT

WHY KIDS QUIT

-TOO MANY ACTIVITIES

**-INSTRUCTORS MUST BE GOOD FINDERS PROVIDE
RESPECT & ENCOURAGEMENT**

-ATTEND CLASSES TOO OFTEN

-SPARRING

CURRICULUM VS CLASS TRAINING

CURRICULUM

**CONTENT NEEDED FOR RANK PROMOTION
& CLEAR UNDERSTANDING OF PATHWAY**

CLASS TRAINING

DAILY DOJANG EXPERIENCE

DON'T CONFUSE

**CURRICULUM &
CLASS TRAINING**

THESE ARE TWO SEPARATE ENTITIES

**CURRICULUM
MUST BE BASIC TO SERVE ALL STUDENTS
FOR NORMAL PROGRESSION**

**CLASS TRAINING
SHOULD BE CHALLENGING TO KEEP ALL
STUDENTS MOTIVATED**

CURRICULUM VS CLASS TRAINING TIME

40 MINUTE CLASS

10 MINUTES CURRICULUM

30 MINUTES CLASS TRAINING

MIDDLE SCHOOL MOTIVATION

- LEADERS TEAM**
 - DEMO TEAM**
 - TEEN CLASS**
 - LEADERSHIP ROLE**
 - TALK TO THEM**
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COMMUNITY SERVICE PRESERVES YOUR STUDENT COUNT

- 1. Harnesses the strength of your students to do good in our community.**
 - 2. Promote on all social media: FB, IG, Twitter!**
 - 3. For students, volunteering builds camaraderie, boosts self-confidence and life satisfaction plus gives a sense of pride and identity!**
 - 4. For dojang, builds branding in community. You need to be the “martial arts school” in your town!**
 - 5. Keeps your dojang active and engaged. Everyone is attracted in different ways and you will emotional impact your students.**
 - 6. Go where people are! Every project is a link to the community and will include people who may not be familiar with your dojang.**
 - 7. Voluntary, children earn character stripes, adults MKCSC!**
 - 8. Six to eight project per year. Including dojang events we average one per month.**
 - 10. Plan, organize and do it. Once you begin, you will have the blueprint and improve each project every year.**
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FOUR TYPES OF PROJECTS

1. COLLECTION DRIVES

2. LABOR INITIATIVES

3. FUNDRAISING EFFORTS

4. DOJANG EVENTS

COLLECTION DRIVES

Award Character Stripe, Display at Dojang & Promote!

1. Food Collections for the Greece and Penfield Ecumenical Food Shelves and the Irondequoit Community Cupboard
 2. PJ Collection for Golisano Children's Hospital
 3. Toy Collection for the Pirate Toy Fund
 4. Used Toy Drive for New Life Toys in Rochester
 5. Collection of personal care products (toothbrushes, toothpaste, soap, etc.) for children in foster care (organized with the Girl Scouts)
 6. Socks and underwear collection for Trevor's Toes and Tushies
 7. School supplies collection for John Williams School No. 5
 8. Winter Clothing Drive for Mary's Place, a Refugee Outreach Center
 9. Collection of personal care items for Sanctuary House
 10. Food collection for Foodlink
 11. Collection event for Cell Phones for Soldiers
 12. School Supplies collection for the East Rochester Community Resource Center
 13. Diaper Collection Drive for ROC City Bottoms
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LABOR INITIATIVES

For teens, adults and parents!

1. KindQuilts efforts for Golisano Children's Hospital and the Make a Wish Foundation
 2. Barktoberfest cleanup at Lollypop Farm Humane Society
 3. Answering Phones for the Tails of Hope Telethon for Lollypop Farms
 4. Grounds Beautification/Cleanup at Lollypop Farm
 5. Lawn work/Leaf raking at the Villa of Hope in Rochester
 6. Volunteer bell ringers for the Salvation Army
 7. Rochester Clean Sweep
 8. Assisted with Lunch service at St. Joseph's House of Hospitality
 9. Washed windows at Webster Comfort Care Home
 10. Yard Cleanup at Mary Cariola group home in Penfield
 11. Painting at the YWCA in Rochester
 12. MKTKD Delivers
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FUNDRAISING EFFORTS

Over 90% to the Master Kim's Taekwondo Scholarship Fund!

SCHOLARSHIP FUND!

1. Kickathon
 2. 5KTKD
 3. Character stripe donation
 4. 50/50 Raffle
 5. Auction
 6. Giving Tuesday
 7. AmazonSmile
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SCHOLARSHIP FUND

All proceeds go back to our students!

1. Raise money for scholarships from various community events.
 2. Scholarships provide our Taekwondo students university opportunities.
 3. Middle school and high school age taekwondo families are incentivized to continue their training.
 4. Continued training generates revenue and creates Junior Leaders and Instructors.
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DOJANG EVENTS

Be the “martial arts school” in your town!

1. Bully Busting Night
 2. Stranger Awareness Nights
 3. School events: Red Ribbon Week, Ice Cream Social, School Carnival, Senior Bash, Multicultural Nights
 4. Library Summer Reading Program
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Contact info:
Grandmaster Sung Chul Kim
mk@masterkims.com
Facebook: Sung C. Kim
IG: @mktkd1

Master Kim's Taekwondo Institute
info@masterkims.com
Facebook: Master Kim's Taekwondo Institute
IG, Twitter, YT @mktkdroc

