

Black Friday Parents' Day Out

Help parents while increasing student retention and bringing in new leads.



In this promotion, you'll allow parents to drop their child off at your school for \$25 as they do their Black Friday shopping. You'll essentially be providing a day camp for one day, for all the children in your community. Parents will be grateful and kids will tell their parents just how much fun they had: Can I go back again soon, Mom and Dad?

What:

You'll provide fun, enriching activities for children, allowing them to burn off some Thanksgiving calories while generating interest in your school. Parents will pay \$25 for each child for the day. You can then follow up with parents within the next week to come in and sign their child up for lessons.

What time you'd like to open your school is your choice; however, opening as early as possible – and staying open as late as possible – will ensure that more parents are able to bring their children to your school.

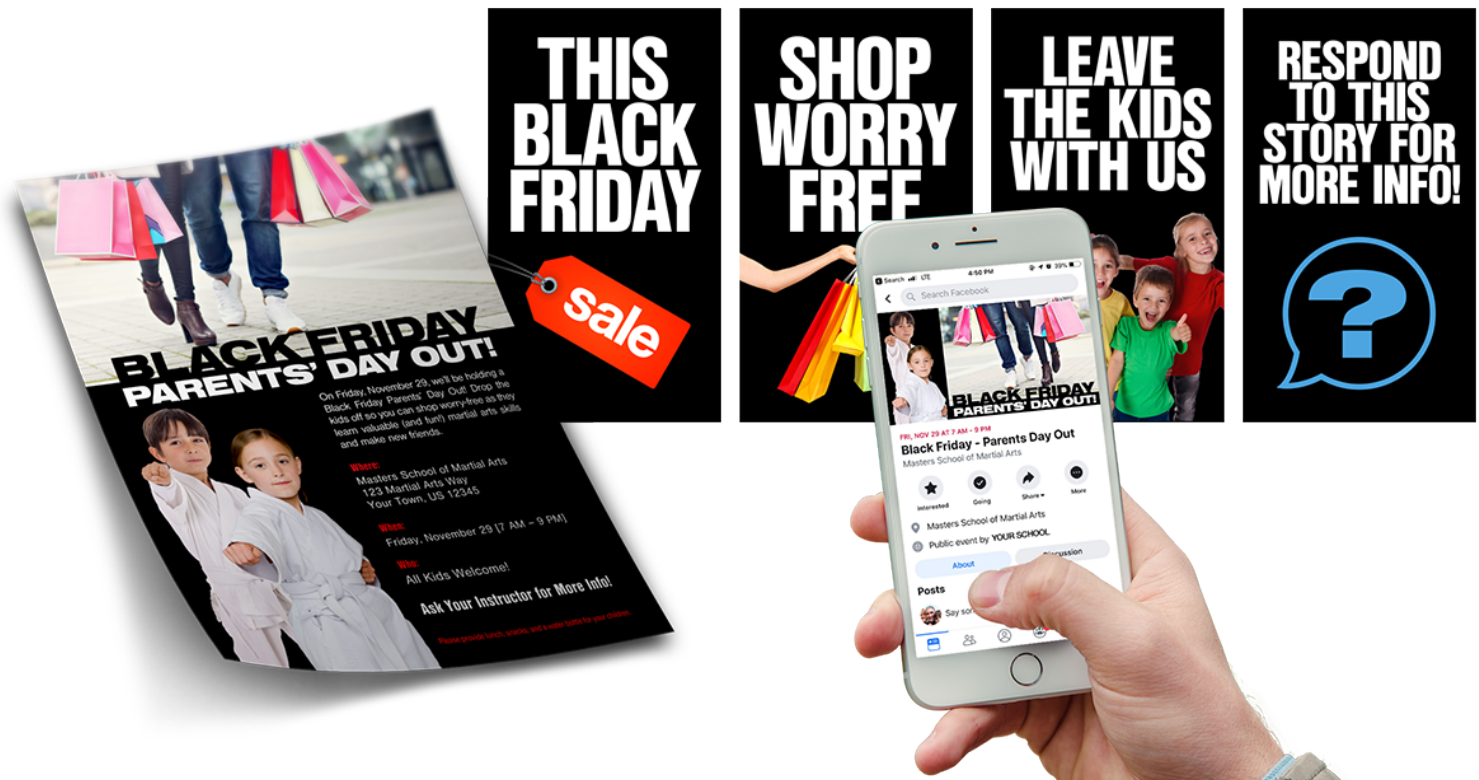
How:

1. Make a Facebook Event.

Use the provided text and images to create and promote the Facebook Event for your school's Page. Create the Event as soon as possible, and amp up your promotion after Halloween's over.

2. Make posters.

Make 11" x 17" copies of the provided poster to display in your school lobby immediately after Halloween. Make sure to mention the



Alternative Promotions

In addition to the strategies outlined in this article, there are plenty of other promotions available to attract new students in the Seasonal Promotions:

- Thanksgiving Parade
- Black Friday Movie Marathon
- 'Tis the Season Promotion
- Kick for Cans Promotion
- Cyber Monday Promotion
- Break a Board Night
- Mall Demo Promotion

Check out the Seasonal Promotions in the MA Biz Academy for more details and artwork!

event to parents and your adult students in the following weeks.

3. Get ready.

Follow the instructions on the provided Instructor's Guide and prepare all necessary materials. Print out contact sheets and waivers (both are provided in this month's materials. Feel free to use your own waiver).

4. Promote!

Promote your event through your school's Facebook and Instagram using the story feature. Do this at least once a week until your event.

5. Prepare.

In the days leading up to your event, make sure to have enough bot-

tles of water available for the children attending (be sure to recycle used bottles), or encourage students to bring bottles from home. Make sure parents are aware that they must provide their children with lunch. (There are two reasons for this. One, many places may still be closed for the Thanksgiving holiday, and two, you would need to charge the parents a higher fee so that your event is profitable.)

6. Final touches.

On the day of the event, have parents sign the waiver and contact sheet as they drop off their child.

7. Follow up!

After the event is over, send the provided follow-up email to parents within the next seven days.