PROGRAM GUIDE

AMSKIDS
After School & Summer Camp Programs



MANAGEMENT | PROMOTION | INSTRUCTION

December Issue

MANAGING HOLIDAY DOWNTIME

Starting sometime at the end of October, students loosen their belts and take a seat at the holiday table, not getting up again until shortly after they've watched the last of the fireworks explode on New Year's. Suffice it to say that this can leave your school pretty quiet for the final quarter of the year. AMS provides you with all the shrink-proofing available so that your school doesn't lose many students during this time. There are even some measures you can use to bring in new enrollments during these lean times, but this article is not about either of those things. For strategies on retention and enrollment, see our promotion of the month and monthly Webinars. This article is about the ancient philosophy of yin and yang. In the universe, there is balance and everything has its purpose. You enjoy the prosperous times when lots of new students come in, but the slow times are beneficial, too. Here are some strategies for making the most out of the slow season.







Take a Vacation

Everybody needs time to refresh and renew themselves. We work during the day and sleep at night. If you are running an A+ program, you know how busy things can get during summer camp. After that busy time, you need some time to recuperate. Lucky for you, the holiday season has arrived! You may find yourself busy trying to find gifts for your loved ones and make that homemade stuffing Mom used to make, but you'll probably have a relatively light load at your school due to your students doing the same. Take advantage of this time to let your staff go on vacation and give yourself some time off to refocus your goals and energy.

Building Maintenance & Cleaning

It can be tough getting a plumber in to fix the sinks in the bathroom or an electrician to take a look at the AC while you've got children running all over your facility from 7:30 a.m. until 8 p.m. at night. Make an inventory of all the mechanical things you need to address in your school while you have the time to meet with the pest control, electricians, and cable company people. If you've been thinking about putting a sauna or shower into your facility, now would definitely be the time to do it.

Plant the Seeds for the New Year

Time is often in short supply when you're running a successful school, but when things slow down, you may find you have more time to go out there and plant the seeds for next year with promotions. Build partnerships in the community with local PTAs, small businesses, police departments, etc. Take advantage of this time to go and get yourself known around your community. It's also a great time to do some major promotions where you distribute flyers and brochures that let the community know about you.

In the martial arts, we look at every weakness as a strength and seek to exploit every adversary's strength as a weakness. Don't view your downtime as a weakness or a major setback. Use that time to build a better, stronger school for the new year!



MARVELOUS MIDNIGHT BASH

Improve your student** (and parent) **retention** while driving up enrollment with the **Marvelous Midnight Bash!

What Is It?

Many parents will be looking for a sitter on New Year's Eve so they can go to work parties or hang out with friends on this night. By providing special invites for your students' friends to this Parents' Night Out overnighter, you'll attract many potential new students to your school to kick off the New Year!

The Marvelous Midnight Bash is an internal promotion that uses student referrals to generate new students by inviting them to your school for an overnight slumber party. You'll play fun games, have a costume contest, and watch the Marvel superhero movies.

How to Prepare

1. Print flyers, posters, and permission slips.
2. Plan an evening of games and a movie by making a schedule of how your event will run. See the ***How to Operate*** section for a detailed itinerary. Print it out and review it with your staff.
3. Purchase copies of three or four Marvel movies. You can also stream the movies, depending on what is more convenient for you. Amazon sells Blu-ray disc sets of some of the movies for about $40. Disney+ is $7 a month and has all of them available to stream. You'll also need a projector and screen to display the movies. Projectors come in a variety of sizes and resolutions (and prices) on Amazon, but you can purchase most of them for $70–$80 and many of them include screens.
4. Determine what kind of food you will have at your event. Pizza is the ideal dinner because it's the easiest to order and doesn't require any utensils. For breakfast the next morning, we recommend granola bars, fruit cups, and juice boxes since they are cheap and can be easily prepared.
5. Conduct a meeting with your staff and schedule staff members to

work your overnighter. Many of your staff members will want to go out or stay home on New Year's Eve, so you should offer a bonus to those who are willing to work your New Year's Eve party. Some staff members may be willing to help out as a way to offset the expenses incurred over the holiday season.

6. **Determine what your prizes will be for the top three students who bring the most friends to the event, as well as the winner of the superhero costume contest.** We recommend offering something from your Pro Shop. You could also offer an hour session of private lessons. These prizes should be something from your Pro Shop that you'd like to promote to your students to purchase.
7. **Determine the price of entry for the event**. We suggest an admission fee of $20 and admit students who bring at least one friend in for free. Even if a handful of students end up paying, you'll make a bit of money to subsidize your food expense and the overnight staff's pay. The more students who bring friends, the more potential new students you'll get, so it's a win-win scenario!

How to Promote

1. **Promote during class and in the lobby after classes.** Explain to your students that you will present big prizes to the top three students who bring the most friends to the overnight party.
2. **Hand out flyers for your students to distribute to their friends.**
3. **Send out the email invitations.** Send your current and lapsed students the provided email content to invite them to the event.
4. **Give posters to your adult students and have them put them up at their places of employment**.
5. **Distribute posters at your local academic schools where possible**.
6. **Promote the event on Facebook and Instagram.** Using the provided images and text, promote the event on your school's social media pages. Make an event page on your school's Facebook Page. We've included images and text to use for the posts in this month's materials pack.

How to Operate

***Note:** Don't admit any students who have not submitted permission slips signed by their parents. Register each child with their name, age, parents' names and contact info, allergies or special considerations (this will also be your contact info for follow-up)*

1. **Have Permission Slips Available:** Have permission slips handy for any children who show up the night of the event with their parent
2. **Serve Food:** Dinner
3. **Movie**: Play one of the shorter Marvel movies
4. **Games:** See your Instructor's Guides for game ideas
5. **Martial Arts Lesson:** Short intro lesson to the martial arts
6. **Costume Contest:** Hold a superhero costume contest. The child with the most votes by round of applause wins! Be sure to emcee the contest and announce each child one by one as they walk the "runway" of your school
7. **Prizes:** Have a mini award ceremony. You can give prizes to children who win games or who perform very well in your martial arts class. Don't forget to give the student who brought the most friends their prize
8. **Movies:** Play the rest of the Marvel movies you've purchased
9. **Serve Food:** Breakfast
10. **Pick-Up:** Have parents show up at 12 p.m. Give parents brochures about your programs and enroll them in your after school program, offering them a discount to encourage them to sign up right away. If they don't enroll on the spot, make sure you give them a follow-up call.

Follow Up

After two days, ask new students' parents if they would like to enroll in your year-round program. Post pictures (with permission) from the event on your Facebook so parents can share them with their friends and drive more attention to your school, and possibly enroll more new students! **As always, AMS would love to hear about your success stories with the promotion. If you have any questions, concerns, or suggestions don't hesitate to call us!**

1-800-275-1600



Alternative Promotions:

- New Year, New Attitude
- Flab to Fit Seminar
- Rockin' Lock-In
- Magic at Midnight Parents' Night Out
- New Year, New You
- Fit for All
- School Kids Resolution (Anytime Campaign)
- Ultimate Fitness
- Ultimate Weight Loss
- Summer Camp



3 TIPS FOR PARTNERING

You may have heard the phrase "no man is an island" before. This applies to all people, and is a lesson you should be teaching students in your classroom. It's extremely important that your students learn how to get help from others as well as offer their assistance to their peers. This is very helpful for you, too, because you cannot be everywhere at once. If you keep up your engaging promotions and relentless advertising, your classes will grow to sizes that will make it difficult for you to give students the hands on attention you know they deserve. By encouraging partnering in your class, you will help your students help themselves and make your classes more manageable.

Having your students partner up is helpful because it:

- Takes the strain off you to spend quality time with each student
- Builds leadership in your students
- Helps students work through challenges on their own
- Builds teamwork
- Establishes trust between your students
- Helps you deal with the challenges of teaching different age groups in the same class
- Helps students develop martial arts techniques when facing different partners

Here are some tips to using effective partnering tools to take your classes to the next level:

1. **Explain the importance of partnering up:** Explain to your students that you believe in their ability, and this is why you are partnering them up with each other. It is important that your students don't feel like you are abandoning them, but that you are giving them an opportunity to grow and develop as martial artists and students.

2. **Assign partnerships based on the unique needs of each activity:** Due to the diversity of age groups in your classroom, you will have some very young students performing activities with older kids. This can lead to young students being completely lost on assignments or older students feeling like your activities are childish and boring. Some activities like worksheets where students are required to write a short story works best when you partner your students in pairs–a young student with an older student. In this scenario, your older students develop their leadership abilities and younger students will get the attention they need to help them develop their reading and writing skills. For activities where students will be competing against each other, make sure you partner them with others who have comparable skill levels. For arts and crafts activities, you can partner your students in groups of three or more, and your students will develop their teamwork and their trust for one another.

3. **Rotate your partners from activity to activity:** All people have their comfort zones and kids are no different, but it is crucial that you rotate your partnerships and don't allow them to buddy up with the same people all the time. By rotating partners, your students will develop a sense of camaraderie as a group, and it will minimize the danger of your class breaking into little cliques. In sparring, each new partner teaches your students how to adapt to different styles and prevents them from falling into lazy sparring habits.

By following these simple principles of partnering, you will develop well-rounded martial artists and students who are comfortable and confident around different types of people in different situations. These strategies will not only improve your students, but will also increase their interest in your program and, in turn, increase your enrollment and retention.