

Unwrap Increased New Enrollments and Higher Retention This Holiday Season with the Share Joy and Give a Toy Drive Promotion!

Give the gift of happiness this holiday season to everyone including yourself! This month's promotion is the Share Joy and Give a Toy Drive. Get your school and community involved in this promotion that will benefit and reward everyone who participates. Hold a contest among your current students to keep them excited about your school and invite people from your community to donate toys as well to get them through your door. It's all for a good cause and you'll earn higher enrollments and increase retention.

WHAT:

This promotion is a toy drive that you'll run through your school. In order to get your current students involved, have them create teams so you can track how many toys each team brings in. The top three teams in your school will win coupons with varying offers. The top team will receive the greatest offer of course. You can also invite members of your community to donate toys through your school. These non-students will be new enrollments. When the non-students make a donation to your toy drive have them fill out an information form so that you'll be able to contact them later. Also as an incentive to get them to come back to your school, give them a coupon for a free trial class for their donation. This promotion will allow your school to get recognized in the community, not only for your martial arts program but as an example of a positivity in the community.

WHO:

The Share Joy and Give a Toy Drive promotion is for essentially anyone in your community. The ultimate goal is to drive traffic and prospective students to your school as well as maintaining enthusiasm with your current students. Within your school place fliers and team sign up sheets at the front desk or where students check in or out. You can also place them on bulletin boards in your school and send students home with fliers. Don't forget to create a Facebook event on your Facebook page and post about it daily. Especially since it's a contest, you can set a goal for your school and track it daily to promote as well as keep participants excited about being involved.

Outside of your school, place fliers in common and high traffic locations. For example, grocery stores, malls, post offices, libraries, gyms, etc. You may even speak with your local academic schools' administra-

tion about placing fliers in the office and on their school bulletin boards. Because it's a community event, don't be afraid to partner with any business or school in your community. You can reach out to local businesses and place "drop off" boxes at these places, so you can gain more recognition from non students. You can either place registration forms for a free trial class at the site or a free trial class coupon they can simply tear off of the poster. It's for a good cause and the partnerships you build will only benefit your school and your cause.

WHEN:

We suggest holding the promotion two weeks before Christmas so you can ensure you collect enough toys. Make sure you promote and give enough notice to current students and prospective students to maximize your results.

HOW:

You'll have to do some prep work to prepare for this event. First, you'll need to contact a charity to donate the toys to, we suggest Toys for Tots because it's nationwide but you can donate to any toy charity you want to.

If you choose to donate to Toys for Tots their website is: <http://www.toysfortots.org/donate/toys.aspx>. You'll be able to find your local drop-off for the toys. You can also partner with a local church and choose spe-



cific needy families. This may be a great experience for your students to actually deliver the toys they collected to the families in need. This could also be a great press and media opportunity for your school. After promoting the event (as directed above) set a date to be the cut off and after you have calculated the totals for your contest you can award the top three teams with the coupons. Third prize will win \$5 off a minimum of \$20, second prize will get the coupon for a \$10 off a minimum of a \$20 item, and the grand prize will be a coupon for a free

facebook



specialty class, the team can choose any class like a board breaking class, nunchucks, etc, to attend on a Saturday. For non-students when they donate toy(s) at your school make sure they fill out a contact information form so you can contact them after the event and follow up. Your students will be enthusiastic about the contest, you'll receive enrollments from the non students who donated because the free trial coupon will bring them back to your school. And of course, you'll be helping the needy children and families in your community by donating toys so they can have a merry Christmas.

FOLLOW UP:

After the promotion upload any photos or videos you took during the event to your Facebook page and website. We suggest creating a gallery or album to organize your photos. This will show how much fun and how successful the event was. It's also a great way to market future promotions. Allow a few days to pass out of respect for the holidays and then begin to contact the prospective students who participated in the event. This is where you'll use the information forms you had them fill out when they donated their toy(s). Call or email them and thank them for their donation. Refresh their memory about the classes and programs you offer as well as the benefits of practicing martial arts. Remind them to redeem their coupon for a free trial class so they can experience what you are describing. Next, call or email your current students to thank them for donating and remind the winners of the contest to redeem their coupons so they can continue their martial arts training. As always, AMS would love to get your feedback on the promotion so your future events can be the major successes you want.

Call your marketing consultant at **1-800-275-1600**.

BONUS PROMOTION: THE HOLIDAY SMART CARD



In addition to the Share Joy and Give a Toy Promotion, you can also increase your holiday enrollment with the Holiday Smart Card.

- 1) Print Christmas community appreciation cards. Use the special holiday designed cards instead of the generic ones.
- 2) Give each students two gift cards. During November and December, give each student two cards to give as FREE bonus gifts. They can attach them to their regular Christmas gift and bring the slip back to school. Students can have more, if they ask for them.
- 3) Organize a community appreciation day. Choose five to ten popular locations near your school (places that will be busy during the holiday shopping season). From 10:00 a.m. To 11:00 a.m. Teach the teams how to sell these cards, then send out the teams to sell cards from 11:00 a.m. Until 5:00 p.m. Provide lunch for them (have a team leader buy sandwiches or pizza).
- 4) Encourage your staff to take a few hours out of their day and visit public places to pass out smart cards for FREE. Even giving out FIVE smart cards during a 1-2 hour period every day will rapidly increase your new enrollments.
- 5) Immediately enter all leads into ATLAS as prospects. ATLAS will send out a series of emails and texts to motivate the prospect to call the school and come in for an appointment. If you promote properly, you will have literally HUNDREDS of leads. You will not be able to follow up on all of the personally by phone, but ATLAS can and will follow up on each one.

When you do both holiday promotions you'll be setting your school up with more new enrollments for the next year. You can, if you want, just do one of the promotions described but we recommend you do both for the best results.