



### What Is It?

This Martial Arts Toy Drive is an opportunity for students to donate their old toys and a 1 new toy if they desire, to give some less fortunate children a happy Christmas this year. From there, you will arrange a day to gather all of the donations and make an effort to personally deliver them to a charity, goodwill, donation center, etc.

### Why Should I Do It?

There's 5 different reasons why you need to do this promotion. 1. Your parents will appreciate you giving their child a reason to get rid of some of their old toys and to give them away, as it helps build character. 2. You get to help a bunch of children that deserve to have a toy under the tree this year. 3. Every student that donates at least 1 item, gets a coupon for a FREE week that they

can give to a friend as a gift. That will give you some enrollment potential from this promotion. 4. The student who donates the most items receives a FREE set of sparring gear. If they already



own a set, allow them to choose one gift from your pro-shop worth \$50 or less, or based on your preference. This strengthens retention possibilities and the opportunity that student could upgrade their agreement to be a part of your exhibition or tag-team, depending on the prize they win. It also urges students and parents to gather extra donations. Lastly, 5. Anyone from the community can donate old toys to your school and if they do, they get a coupon for a FREE week of training. So now you can build community relationships not only with your local charities and donation centers, depending on who

you deliver the toys to, but also with potential students outside your school.

### Where Is It Held?

Your students' donations will be gathered at your Martial Arts school. We recommend you invest in a few large 4x4 cardboard boxes to store the items in the back of your school.

### When Should It Take Place?

Once you begin promoting, you have one of two choices to make on how to execute. 1. You can either let students donate toys whenever they want throughout the month, and keep them stored in your school. Or you can assign one specific date, like a Saturday, for your students to bring their donations.

### How Should I Prepare and Execute It?

- Promote the Toy Drive promotion in and out of your school throughout November and early December, as soon as you receive the poster and materials.
- Choose the day you want to deliver the toys to charity. We recommend Saturday, December 20th. This would also be the same day your students bring their donations if you want it all on one day. The other option is that they can





bring them whenever they want throughout the month. It's up to you and depending on whether you have space in your school to store them. We recommend you let the donations come in anytime. However, if you don't have the space, you might want to consider making the students bring them on only one day. But please allow outside potential students to deliver whenever they want.

- Post the poster up in

areas where parents and children are usually present. Consider calling your local academic school, so they can distribute the coupons for you to all of their students.

- Set up your donation boxes or an area of your school where you can store all donations.
- Get any contact information from any outsider that donates. They could become an enrollment, especially if they redeem their FREE week of training coupon.
- Notify parents of the details and the benefits for them and their student if they donate at least one toy or the most toys of anyone.
- Use your Facebook instructions included in the pack, to keep your Facebook friends and fans updated and reminded to donate. The more you have to donate, the better, because it'll build more contacts and exposure.
- Organize with your staff on who will be helping with the donation deliveries on the specified day.
- Then, just make your deliveries! If it's a lot of donations, you might want to call whichever donation center you choose, to let them know beforehand, and to make sure they are open on the weekends.

### How Should I Follow-Up?

This is the season of giving and this promotion helps your students grow in a way most promotions can't make them. Follow up with all prospective students that come in to make donations and receive a coupon, as well as following up with your students that

gave a coupon away as a gift. Reiterate the benefits of Martial Arts training to newcomers and use your pre-emptive objection ideas to persuade them to train. Their friends (your students) can also help persuade them to join. Explain to them that it's natural for beginners to feel uncomfortable in Martial Arts, but that it's a way to make their life better. As for your own feedback, call us at AMS and let us know how the movie promotion went. Was it a huge success? A huge bust? Why was it great? Let us know! This can go a long way in making sure your future promotions are indeed, the major successes you want. **Call your marketing consultant at 1-800-275-1600.**



### Promotion Update:

If you want to consider doing another promotion, try a Stocking Stuffer Giveaway. Be sure to work ahead of time to avoid any issues and allow your school to gain and profit this month.

### Next Month:

New Year's Celebration

