

U.S. ALL STAR FEDERATION

USAASF



CLUB CHEER & DANCE TEAMS

Growth & Retention Resources

USASF GROWTH & RETENTION RESOURCES

The US All Star Federation is committed to providing a structure and framework that promotes a safe environment for All Star Cheer and Dance, thus leading to sustainability as a youth sport industry. In addition, we are committed to growing the sport through collective efforts with our member programs. We know that when All Star programs are able to attract new athletes as well as keep existing athletes, participation in All Star Cheer and Dance will grow. Both the sport and the business will see the benefits.

The USASF is committed to YOU and your All Star business and to growing All Star together.

Growth and Retention have been topics of discussion at both the regional and national levels for several years. It was through these discussions that we determined the need to develop resources for USASF member programs. The final outcome was a collection of resources that were developed and tested by current member All Star Programs.

We are excited to include the 5 resources in this printed guide for all USASF member programs. They can be used independently or collectively. Feel free to modify any of the programs or projects provided herein to meet the needs for your region, your business and your socio-economic demographic.

The 5 Growth and Retention programs provided in this booklet are rooted on these guiding principles:



FUN: The number one reason kids join a sport is to have FUN! The number one reason they leave sport is because it was not fun.



OPPORTUNITY for All to Participate: Insuring that All Star offers something for everyone is imperative to growth and longevity.



ATTRACTION: Promoting and exposing our sport to those who have never participated in cheer or dance in a positive, inclusive and strategic manner is necessary.



RETENTION: All Star businesses work hard to attract new clients but they must also work equally hard to retain those that have accepted the invitation to participate and continuously demonstrate the value of the customer investment. The value of what your business offers must continuously be reiterated.

We encourage you to use these resources to develop and implement a tailored Growth and Retention Program that fits your business. Be sure to incorporate the guiding principles of fun, opportunity, attraction and retention. If you actively attract new athletes from all walks of life and offer opportunities to join in the benefits of All Star you will see growth in your program. Once a parent has invested in you, engage in every opportunity to remind them of the value you offer their child by implementing retention initiatives. And most importantly - make it fun!

LET'S GROW ALL STAR!

USASF RETENTION PROGRAM MANUAL: **R** 4

The USASF Retention Program provides a roadmap on how to invest in engaging with those that have already invested in YOU. Loyalty Marketing is essential to maintaining a healthy and sustainable business. Don't wait until the end of a season to find out if your customers' experience matched your promises. Engage regularly so that your customers continue to see the VALUE that you offer.

50 TIPS FOR CREATING FUN AND BALANCE IN YOUR GYM OR STUDIO: **F** 13

Designed by the National All Star Connection leaders, this resource breaks up the tips for FUN by month and by season. Utilize this as your guide to insure that your athletes and coaches are providing an environment that is not only competitive, and also FUN.

PARTNERING IN EDUCATION: **O A** 20

Participants in the USASF Mentoring Leaders Program developed resources that provide All Star Program Owners with tools to expand existing markets by creating connections with schools. The **All Star Partnering in Education** program is a disciplined, safe and structured after-school physical fitness initiative for children in kindergarten through 6th grade offered by All Star programs to local schools.

PARTNERING IN PRE-SCHOOL: **O A** 25

Developed by the USASF Staff and modeled after Partnering in Education to target Pre-Schools. Program owners can foster relationships with local Preschools to introduce the love of physical movement to younger children. Once the relationship is developed invite prospective customers to your gym or studio to experience the opportunities you offer, such as Parent's Night Out, Classes and tiny teams.

U.S. ALL STAR FEDERATION



CLUB CHEER & DANCE TEAMS

USASF Retention Program Manual

*A Step-by-Step Guide
for retaining athletes*

**Let your USASF Regional Director help connect you with a
Peer2Peer Mentor specializing in retention:**

Senior & West Regional Director- Karen Wilson: kwilson@usaf.net

Midwest- Shauna Holm: sholm@usaf.net

Northeast- Robin Galik: rgalik@usaf.net

Southeast- Glenda Broderick: glenda@usaf.net

Southwest- Kinshasa Garrett: kgarrett@usaf.net

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OVERVIEW

What is your goal for retention? Is it 70%, 80 %? 90%? On average a well established All Star program will have a retention rate of 85% for the Junior and younger age All Stars. The Senior age has the lowest retention rate. In order to meet those retention goals, dedicate a specific week for retention calls. For your program to truly experience growth, they need to focus on inviting previous, and even current, athletes to commit to returning earlier in the season rather than towards the end of the season.

The most effective and efficient way to increase retention is to make a personal phone call inviting them back. Parents need to be reminded of the value they bring to your program so that they are willing to continue to invest in YOU!

Once you have chosen a specific week to dedicate the time and resources necessary, personally call each and every athlete who has shown interest, participated in classes or is currently registered as an All Star with you and encourage them to commit for the next season.

- Invite them back for another season of FUN!
- Provide registration details for sign-up
- Provide local practice/game schedule information
- Restate the program's commitment to:
 - Promise of FUN
 - Promise of guidance, assistance in and out of the gym/studio
 - Promise of improvement and personal achievement

Coordinate a retention call party and collect a group of volunteers willing to make phone calls to families who have not yet committed to the upcoming season.

Provide training for your volunteers utilizing the Retention Program Manual.

Promote your Welcome Back Week as a celebration within your program.



OVERVIEW

For many programs retaining athletes is a major challenge. Each season raises the question of how to bring back last year's participants. If your program struggles with athlete retention, don't worry. The answer is simple: just ask.

Underestimating the power of asking is common because it is assumed that most athletes will return without prodding. In reality, a significant amount of All Star athletes do not return to their local programs for a second season. Personal interaction between an program and parents is crucial as it increases comfort levels and demonstrates a commitment to their child. Further, it allows the program to answer questions and address any misconceptions about All Star.

One effective way to extend return invitations is through a personal phone call. A call retention program is useful because it allows programs to notify parents of registration deadlines, as well as what to expect for the upcoming season.

To run a properly executed phone call retention program, these guidelines are suggested:

- Build a foundation using timely emails
- Schedule follow up-phone calls
- Use a script with talking points and important dates
- Send a follow-up email
- Turn problems into solutions
- Don't give up!

Each of these guidelines will be explained in further detail later in this manual.

Retention call programs are effective for a variety of reasons. First, the program is free, eliminating the need for advertising or other costly forms of communication that often plague retention programs. A second reason that call programs are effective is that they have a high success rate and can immediately increase the number of participants. More athletes make All Star a more attractive sport, which further bolsters participation. In the rest of this manual, we will give you the necessary guidance and tools to develop your own phone call retention program.



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RETENTION PHONE CALL PROGRAM

A STEP-BY-STEP MODEL FOR RETAINING ATHLETES

INTRODUCTION

Every All Star program experiences turnover between seasons. The reason for this turnover is not always because of a bad experience or lack of interest. Often, families simply make assumptions about team placements, travel options and costs. A focused follow-up program can prevent much of this lost participation.

1. Build the Foundation

Email

- Focus retention emails on registering uncommitted athletes.
- Feature benefits of All Star (teamwork, friendship, hard work, and fun).
- Detail all options for participation, highlighting the differences between first and second year participation.

Timing

- Send emails at the beginning of February as this is when parents are typically thinking about the next season. Institute a WELCOME BACK WEEK

2. Follow-up Phone Call

Timing

- Make follow-up phone calls during your designated SIGN UP WEEK.
- For best response, call Sunday through Thursday between 5:30 pm - 8:00 pm.

Call Center

Gather volunteers at one location and turn follow-up calls into a social opportunity (e.g. pizza party, etc.)

- Split up calls to maximize efficiency.
- Use impartial parents as volunteers.
- Skills, teams and team placements should not be discussed
- Promote your program and the benefits All Star, not individual teams.



RETENTION PHONE CALL PROGRAM

A STEP-BY-STEP MODEL FOR RETAINING ATHLETES

3. Script

Talking Points

- Develop a script by detailing the upcoming season's positive aspects. Avoid internal politics, team placement, etc.

Sample Script:

Hi. This is (YOUR NAME) with the (YOUR Program Name). We are getting ready for another great season of All Star and noticed that we didn't have (THEIR CHILD) signed up yet for the coming session.

We hope that you had a great experience this season and that All Star has helped your child both in and out of the competitive arena. We really enjoyed seeing (THEIR CHILD) at the gym/studio and would love to see (HIM or HER) again. Lately, we have been busy planning for another great season that will focus on fun and skill development.

If you would like, I can get (THEIR CHILD) signed up right now.

If the answer is yes:

- Direct parent to program website for registration.
- Let them know of important upcoming dates (parent's meetings, tryouts, evaluations, etc. Free Day to involve their friends, etc.).
- Ask if they have any other questions.
- Finally, let them know that you will be sending a follow-up email with all of the information that you have discussed.

If the answer is no:

- Briefly try to sell the program.
 - Emphasize the benefits of participating in an All Star program.
- Ask why there is no interest in joining the program.
 - Take detailed notes and utilize this to improve your program.
- If the reason is financial, let parent know that the program has many options available and may be able to clarify costs in order to make things work.
- If the reason is due to scheduling issues, inform parent of any other possible options (later season, multiple times and dates, etc.).
- Finally, let them know that you will be sending a follow-up email with all of the information that you have discussed in case they change their mind.

CLUB CHEER & DANCE TEAMS

RETENTION PHONE CALL PROGRAM

A STEP-BY-STEP MODEL FOR RETAINING ATHLETES

4. Follow-up Email

Contents

- Remember to send a follow-up email. However, if the parent was overly upset during the phone call, you may want to rethink sending this email.
- For interested parents include all pertinent scheduling information as well as any special events during the season.
- For disinterested parents, thank them for their time, stress the positive impact of youth sports, and include information necessary for future participation.

Timing:

- Send follow-up email within 24 hours of the phone call. Promptness will show your program is organized and wants their child to participate.

Sample Email:

Dear (PARENT'S NAME),

On behalf of your friends at (Program NAME), I wanted to say that we are sorry to hear that (CHILD'S NAME) will not be returning this season. We are constantly striving to offer the best youth sports experience in our community. We are proud of the many ways that All Star can impact a child both in and out of the gym/studio.

If you change your mind and decide that you would like to participate in All Star, it's not too late for this season. Additionally, we offer a variety of programs throughout the year that may match your needs. If your child does take the entire season off, it is not too late for (HIM or HER) to come back next year. Talented All Star athletes begin playing at many different ages, often taking off a season or two before returning to the sport with even more passion.

Thank you for being a part of our program. Please let us know how we can improve to better meet your needs. We hope to see you back in the gym/studio soon.

Sincerely,
(YOUR NAME)



RETENTION PHONE CALL PROGRAM

A STEP-BY-STEP MODEL FOR RETAINING ATHLETES

5. Turn Problems into Solutions

- If possible, have the owner or director available to answer any organizational questions that go beyond parents forgetting to sign up.
- Before making calls, develop a list of common questions and answers.
- Do not shy away from improving your organization through participant feedback.
 - Keep a detailed log of all issues and use it to examine current structures and programs.

6. Don't Give Up...

- If an athlete does not return to the program, do not stop communicating with them.
- Send regular newsletters to participants and possible participants.
- After the season has begun, continue to try to reach out for classes, clinics or events. Demonstrating that you value the person is the number one way to have them consider returning to your program.



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FINAL TIP

Consider using a voice or texting service:

call-em-all Features How We Help Pricing Meet Us Try It Sign In

Voice Broadcasting & Group Texting Service for Everyone

Send important alerts, notifications, and reminders to your entire group in just minutes with our automated messaging service.

Get the best voice broadcasting and group texting service. Sign Up

call-em-all Features How We Help Pricing Meet Us Try It Sign In

How Does It Work?

It's simple. You record a voice or input your text message, and we send it out to all your contacts. Life is sweet.

- Add Contacts**
Add contacts to your contact list, upload a file of your phone numbers or if you've got some time, type them in manually.
- Create A Message**
Record your voice message or input your text message using our toll-free number or from your computer or mobile device.
- Send & Analyze**
Tell us when you want your message to be delivered, now or later, then track and analyze the results in real time.

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FINAL TIP

Even with the implementation of retention programs, turnover in All Star is inevitable. There will always be reasons that prevent parents from bringing their children back to the gym or studio. Our job is to reduce this number as much as possible. By working together, we can continue to foster growth and increase the popularity of All Star. Simply asking is a good place to start. If followed correctly, this phone retention program will increase your membership, decrease turnover, and improve your All Star program. But it doesn't have to stop here. We hope that you will also explore other opportunities to grow your own membership and the membership of All Star as a whole. Hopefully, this manual has provided you with valuable tips and guidance that will contribute to a successful season.

Thank you for doing your part to make the world's greatest sport even better and have a fantastic season!



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PRESEASON

AUGUST:

Coaches/Staff:

1. Goal Setting Fun Retreat

Have a team retreat where you create and discuss the goals of the program. Gather your coaching staff into small groups and have them share their personal goals and your mission statement. Develop a timeline to gather again and evaluate your goal successes.

Parents:

2. Meet The Teacher Night Bracelet (ROI for the Parents)

Set up a booth at an elementary school on “Meet-the-Teacher” Day and hand out flyers to all that stop by with program info and free bracelets with the team logos. Encourage the parents to come on Parent Night and participate in a practice (see below!). While this is more PR than motivating, it addresses ROI (Return on Investment) for parents and sets your program apart as being fun and relatable. Great time to emphasize the values of AS to parents!

Athletes:

3. Human Letters

Divide the team into groups of 4 to 5 people. The coach calls out a letter. Each group has to spell out the letter with their bodies on the ground. The group to get the letter the fastest, or the most accurate, wins.

SEPTEMBER:

Coaches/Staff:

4. Explore Hidden Talents

Mix it up during a staff meeting. Find out if one of your coaches has a talent for social media marketing or an office staff member is great at finding musical inspiration. By involving your entire team in a mixture of fun creative tasks, like Design a Costume in 5 minutes, Create a Marketing Plan on Social Media in 10 Minutes, etc., you'll be able to explore the full extent of their talents.

Parents:

5. Practice Night!

Parents want to be part of the experience and to understand All Star. Give them an opportunity to experience a training session with your coaches!

Athletes:

6. Ring the Bell

Celebrate your athletes accomplishing a new skill! They thrive on recognition so place a bell in your gym. If an athlete achieves a new skill, they get to “Ring the Bell”. Others stop what they are doing, get their phones, video and congratulate them on Snap Chat, Instagram, etc. ALL become involved and “shout it” outside of your four walls that something great happened in your gym today!

OCTOBER:

Coaches/Staff:

7. Biggest Fear Cards

Honest communication is essential between coaches, owners and office staff. Everyone has blind spots that affect their performance like Insecurity, Ego, Taking on Too Much, etc. An exercise that Amber Neal from Cheer Magazine has suggested is to get into a circle and have everyone create **Biggest Fear Cards**. Each staff member will list one or two major fears they have in their role. Perhaps it could be having a bad interaction with a parent, disappointing the owner, etc. Saying the fears out loud and having everyone be aware of them helps to provide solutions and discuss the challenges. Being vulnerable can be powerful.

Parents:

8. Halloween Party fun

Parents of toddlers and preschool age kids are always looking for more opportunities to wear their costumes (and maybe dress up themselves)! Host a party at your facility. A few activities, simple snacks, and a photo background for social media posting will round out the festivities. Invite your current students to bring friends!

Athletes:

9. Create A Monster

Make a monster that walks with both hands and feet on the ground. The monster must have one less arm than the number on the squad and one more foot. Once the monster is created, it has to move five feet and make a sound. These would be fun to video!

NOVEMBER

Coaches/Staff:

10. Attend a Performance

After spending so much time in the facility, sometimes it's great to remember why we fell in love with dance and cheer in the first place! Rent a video of a fun cheer movie, see a new dance company, or attend a touring performance. Enjoy the magic of being spectators and celebrating our performing arts. Give thanks together for your shared passion.

Parents:

11. Video the Little Ones - Videos to remember

To encourage your tiny or mini student parents to stay committed to your program, make a short video of their class. It can include their first class, Halloween and Christmas dances. Use your phone video and compile them into a folder. They can receive it as a gift at Christmas or the end of the year. This would be a great project for your Junior Staff Program.

Athletes:

12. Spinning Wheel

Obtain a Roulette Wheel or Spinning Wheel. Have various tasks on the wheel like: Coaches Have to Mark the Routine, Athletes Perform the Routine Full Out, Blondes only Perform Full Out, Coaches have to Bear Crawl across the Gym Floor, etc. Be creative with your prompts!

DECEMBER

Coaches/Staff

13. Positive Coach Encouragement:

Set up a box that has your program name for a catchy program or team phrase: Team Kitty Litter Box,

Shining Stars, etc. Athletes, parents, and other coaches can write a note about something great that happened in class. These can be read at staff meetings or shared with the team.

Parents:

14. Community Service with Parents

Celebrate the Christmas season with a Connection to your Community. Participate in an event like a Fun Run. Organize various prizes: The Fastest Finishing Parent, Most Donations Collected, etc. This activity has your parents become involved immediately in your program and extends your influence within the community. If you have a Zaniest Dressed Parent, they could make the local newspaper photo! Options include offering a free bow or the opportunity to have \$10 in their kitty for Parent/Athlete Poker Night (see below!).

Athletes:

15. Glow Party

Grab some glow sticks and have a blast. Encourage your coaches to dance and interact with the athletes. No time for a party? Have a Glow Stick Practice!

IN-SEASON

JANUARY:

Coaches/Staff:

16. Switch Coaches on Teams - Fruit Basket Turnover

Have a week where the coaches work with different teams. Shake up the kids and refresh the staff by seeing new faces, cleaning different part of a routine and breaking up the monotony. Reenergizes the staff and the switch unifies your program by showing the versatility of your coaches.

Parents:

17. Share Verbal Jelly Beans

While this sounds simple, it will be the most impactful. Encourage your coaches to walk out at the end of practice and communicate with parents about their children. Find a moment to be genuine and share a positive comment about their child. These quick moments will also energize your coaches by the responses they receive.

Athletes:

18. Diamond of the Day

Here's a fun way to use your old trophies! Replace the Event Producer label with a Program or Team moniker. Each team should have a trophy and name the Diamond of the Day for one student in each class. The athlete takes the trophy home and can celebrate with their family. A caveat to have them return the trophy is that if they forget it at home, they can never win it again. Diamond of the Day can be The Best Listener, etc. Vary your criteria to win the award and keep them motivated. Whoever received the award the most at the end of the season gets to keep the trophy.

FEBRUARY

Coaches/Staff:

19. Staff Surprise Day

Removing everyone from the gym or studio and going somewhere new really creates a clean slate. The meeting can involve bowling, going out to eat, etc. Treat them with a fresh environment and bonding time.

Parents:

20. Parent Poker Night

While it is a fun night for the parents, the girls can have fun watching movies, playing board games, etc. At one point, the girls write on counterfeit money what it means to them to have their Father's; Mother's, Grandparent, etc. attend competitions. If poker is not the parent's idea of fun, they can play cheer games, dance, etc. The finale of the event is to have the girls line up across from their loved one and hand them a counterfeit bill that says heartwarming and personal messages. Many of the adults will fold up the message and put in their wallets. This is a tearjerker and provides a lovely opportunity to further bond an influencer in your athlete's lives.

Athletes:

21. Sharpest Sharpie All Star

Another simple idea that involves recognition.... Take a sharpie, duct tape the cap and decorate it for the "Sharpie All Star of the Day". An athlete receives the award if she is the sharpest one. He does not have to be perfect but be the sharpest. Great way to recognize more athletes other than your front row!

MARCH:

Coaches/Staff:

22. Clean it Up Camp

Conduct a round robin of skills where flyer coaches focus on flying, dance teachers just on the dance section, tumbling coaches have a station to focus on their skills and those who like to work on pyramids zoom in on that section of the routine. All the athletes rotate to experience not only the various aspects of the routines but to allow the kids to work with the Worlds level coaches. Last rotation is a team bonding activity. Allows for every athlete to have great interaction with your entire coaching staff!

Parents:

23. Contests at Competition

Invite your parents to have their own competition AT the competitions! What if the Event Producer has a Hawaiian theme at contest? Encourage them to appear in their favorite hula gear. The prize? A free private lesson for their child if they are the Best Dressed winner! Be creative and inspire your parents to stand out at the events in a fun way.

Athletes:

24. Road Trip Social Media

Breaking up the monotony of time on the road can be tough. We all get tired of "Are we there yet?" Encourage the athletes while on a bio break or rest stop to pose in different body positions and tag the program in their pictures. Best Poses or Most Creative Snaps receive a free bow. What do you receive? Free advertising and social media posts that demonstrate how fun it is to travel and be in All Star.

TRYOUTS & POST-SEASON

APRIL:

Coaches/Staff:

25. Easter Egg Fun

Buy some plastic eggs and insert a list of fun prompts for your athletes. Examples can include: Only 3 year veterans stand up and mark the routine while the others perform it full out; Coaches have to show their fiercest runway model walk; Brunettes get to mark a combination while blondes and red-haired athletes perform it 100%. This will lighten the mood and brighten the energy of your teams!

Parents:

26. Parents Night Out

Thank your parents by hosting a Dance Party. Provide a DJ and encourage your athletes to bring other kids. Have an entrance fee but keep kids busy during the evening by inviting your coaches to participate. Dance, have some fun games and celebrate your season!

Athletes:

27. Giving Back Afternoon

Taking a cue from one of our BOLT athletes last year, Have an evening to create goodie bags for the homeless. Ask parents to donate hotel sized shampoo bottles, soap, etc. Write encouraging messages and place the items in a baggie that can be easily distributed. Call local shelters and they will enthusiastically pass these out to their patrons.

MAY:

Coaches/Staff:

28. Inspire your coaches to conduct a personal interview

Have them ask themselves, Do my actions...

Create a positive buzz about my work and me?

Make others want me as a part of their team?

Make my staff/team members cringe at the thought of losing me?

Make my athletes/parents excited about referring me to others?

Conclude by looking back at their goals from August.

Parents:

29. Parent Boot Camp

Host a "Transformation" or Parent Boot Camp Clinic to encourage the athlete-parent interaction in the sport of All Star. Teaching fun skills with poms or a short dance combination reinforces the skills we are teaching their children. Coaches will enjoy sharing their expertise to a new audience and the kids will love taking pictures of their parents - a true role reversal!

Athletes:

30. The Key to Success at Practice

Have the coaches decorate a key for their teams. The key is given to the athlete that was the most essential element to the team at practice that evening. This can be a great way to recognize those quietly contributing athletes for their steadfast involvement at every rehearsal.

JUNE:

Coaches/Staff

31. Paper Plate Awards

Recognize each other with an inexpensive "trophy" that each coach creates using a paper plate. Draw names and give your team 20 minutes to decorate and create an award for their designated recipient. Encourage creativity like "Most Regal Teacher", "Most Likely to Impress the Parents", etc. Have the team guess the recipient and enjoy the laughter. What a great way to start the summer and celebrate a successful school year.

Parents

32. Bring a Dish and Enjoy Brunch

Eating together is a timeless bonding experience. Provide an opportunity to have a Parent Dinner and enjoy

fellowship. Keep it simple and allow for introductions and fun. If you have a parent that has a pool or an eatery, be creative with your location. KISS (Keep it Simple) and provide an opportunity for them to find other shared interests.

Athletes:

33. Mini Photo Shoots

Divide your athletes into two groups. One group will be the “talent” while the others are the “photographers”. The “talent” performs the routine full out. The “photographers” take snaps of the routine. The goal is to take around 5-10 pictures throughout the routine – this encourages the paparazzi to be mindful of which sections they will photograph. When the performance is over the team analyzes the pictures. If you have a large team each “photographer” can choose a few photos to share, not the entire collection. Have the groups switch. The athletes always perform more effectively when they are being recorded for social media and this is a great way to pinpoint flexed feet, no expression, and timing issues. This idea is inspired by a blog on DanceTeamMasterClass.com

JULY:

Coaches/Staff:

34. Top Chef

Divide your staff into 3 groups - appetizer, main course and dessert. One afternoon have them gather with their meal group and cook their designated course. Meet in in a designated location and have fun consuming the meal and sharing preparation stories!

Parents:

35. Host a Water Fun Party, Go Bowling, Play Paintball

Involve the entire family and host an activity that everyone can participate and enjoy. Be creative in keeping the costs low and have a blast. Besides - are you really ever too old to enjoy a water balloon war?

Athletes:

36. You Are Out!

Perform a section of a routine full out. When a performer makes an error or hesitates, they have to tag themselves as being Out and sit out for the remainder of the routine. This keeps going until there is one athlete “left standing” or the routine is finished. The performers will become competitive and push to remain standing by the end of the combination. Encourage and applaud the winner(s). Inspired by Stoughton HS, Stoughton WI

OTHER IDEAS

37. Themed Practices

38. Relay Races or Fun Conditioning Games

39. Pizza party with a Conversation Corner: Place topics in a bowl and have the athletes take turns pulling questions out of the bowl and discussing.

40. Big Sis/Little Sis (or brother) program: Encourage accountability and cheering each other on!

41. Generation Dress Up Night: 70’s attire, 80’s, even 2025!

42. Redesign Jenga! List stunt sequences, jump sequences on the tiles and when it collapses, the player has to perform the task(s) full out!

43. Video and track an athlete's progress: Film a "Before" in August and an "After" in December. Constantly update as much as you can and share with their parents.

44. Board Game Night

45. Devise a Fun Competition Rehearsal: How long can you hold a handstand? How many correctly performed pirouettes can you achieve? Take pictures and celebrate these milestones.

46. Build an "Old is Gold" Board: Build a board with pictures of your staff at various ages in their cheer and dance costumes. Encourage your older athletes to bring a copy of their younger pictures in your program. Great conversation starters!

47. Battle of the Bands: Imitate Jimmy Fallon's lip sync battles with groups preparing a fun twist on their favorite rehearsal, warm up or dance song. If you give them the assignment a week ahead of time, they can incorporate costumes.

48. Style Night: Bring in several parents and have a fun night creating new looks.

49. Take a cue from dance: have an improvisational moment or two! Give the athletes a prompt like make up a unique dance move; you are dancing around a black hole, etc. Design the prompts to fit your athletes and their age group. Keep it short but it will be fun!

50. Finally, here is an oldie but a goodie. Have each student write a sentence or two about the other athletes. Place them in a box, bag or bowl that has each person's name on it (envison our old Valentine-giving days). These notes can be incredibly impactful.

ALL STAR PARTNERING IN EDUCATION PROGRAM

Participants in the USASF Mentoring Leaders Program developed resources that provide All Star Program Owners with tools to expand existing markets by creating connections with schools. The “All Star Partnering in Education” program is a disciplined, safe and structured after-school physical fitness initiative for children in kindergarten through 6th grade offered by All Star programs to local schools.

HOW YOUR PROGRAM CAN BENEFIT:

Increased exposure
Heightened brand recognition
Increased revenue
Potential new customers
Strengthen community relationships

WHO: Partnering in Education program is designed for boys and girls ages K-6th grade
WHAT: Create an “After School Program” to promote health and fitness
WHEN: Fall/Winter and Spring Sessions
WHERE: Local schools and daycare facilities in your target area
CONTACT: Local PTA/PTO president – *Sample letter provided*

POTENTIAL REVENUE SOURCE

(Members of the Mentoring Leadership team and the NAB offered a pilot of the program and reported the following results)

- Pilot programs had an average of 25% conversion rate to their All Star program
- 6-8 schools with a minimum of 5 and a maximum of 20 enrollees per class
- 6 week sessions
- \$1200 profit x the number of schools enrolled
- With eight schools participating, the profit was \$9600 per 6 week session

RECOMMENDATIONS

- 1) Select your strongest manager to facilitate/market your After School Program
 - Research has found that utilizing your best instructor provides the best results. Program owners or managers should be the contact and the instructor.
 - Set goals that are measurable, for example: set a goal of having two schools participate in the fall and increase to four schools by the winter session.
 - Contact your attorney and insurance representatives to confirm your coverage and liability.
- 2) Create a template/packet to hand out to schools that includes:
 - Cover letter
 - Introduction letter citing your qualifications and services offered.
 - Schedule of available classes: (example below*)
 - Sample Curriculum:
 - Week 1: Evaluations
 - Week 2: Active All Stars & All the Right Moves/Basic Dance
 - Week 3: Active All Stars & Basic Cheer 101



- Week 4: Active All Stars & All the Right Moves/Basic Dance
- Week 5: Active All Stars & Basic Cheer 101
- Week 6: Evaluations and Show Off for Parents (Include a discount card to a cheer/tumbling/dance clinic at your facility. Offer the clinic as close to the end of the After School session as possible)
- List of items you'll provide to students, like a t-shirt with your logo, completion certificates, discounts for next clinic or free trial class at your facility, etc.
- Fees per session (1 hour per week) at \$45-\$65 per person per six week session (based on your market)

SAMPLE SCHEDULE OF AVAILABLE CLASSES

Monday	Tuesday	Wednesday	Thursday	Friday
2:45-3:45 PM	2:45-3:45 PM	2:45-3:45 PM	2:45-3:45 PM	2:45-3:45 PM
4:00-5:00 PM	4:00-5:00 PM	4:00-5:00 PM	4:00-5:00 PM	4:00-5:00 PM
5:00-6:00 PM	5:00-6:00 PM	5:00-6:00 PM	5:00-6:00 PM	5:00-6:00 PM

3) Create a template/packet to hand out to schools that includes:

- Release Forms (seek advice from your attorney)
- Advertising Flyer outlining the course and benefits (See the template provided)

4) Develop the classes you will offer (to be low risk/non stunting/non tumbling)

- Active All Stars: General Fitness
 - This fitness and sports training class is designed to help develop strength, flexibility and endurance through cardio and muscle exercises. Strengthening core muscles improves balance, coordination and encourages a healthy and fit lifestyle.
 - Sample Curriculum:
 - Warm stretches
 - Gentle stretching
 - Cardio relays
 - Circuit workout
 - Muscle building strength exercises
 - Core and abdominal exercises
 - Speed, quickness, agility drills
 - Fun games for healthy competition
- All the Right Moves: Basic Dance
 - This class can be offered as a separate session or in combination with Active All Stars: Fitness and Sports Training. It offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.
- All the Right Moves: Basic Cheer
 - This class is designed to introduce the student athlete to the basics of cheerleading skills such as motions, jumps, splits, front and back rolls, headstands, handstands and bridges. They'll be learning the fundamentals of cheerleading in a low risk and fun environment!



POSSIBLE ROADBLOCKS TO SUCCESSFUL IMPLEMENTATION OF AN AFTER SCHOOL PROGRAM

- Staff members not able to work on school property
- School has limited space
- Added/risk/liability for program owner
- Participation numbers may be too low
- Contact for implementation is unreachable
- Too expensive for the market
- Competition with other programs in your area
- PTO/PTA feels it is not a viable option for the school

OVERCOMING THE ROADBLOCKS

- All staff must be credentialed and have a background check completed (include this in your After School Program packet)
- Plan ahead for the time of year when space is available at the school
- Decrease liability by having the proper forms/waivers along with whatever the school requires of you and your staff
- Confirm the floor space to insure the safety of the student/athletes
- Start the conversation with the PTO/PTA
- Do the proper research to determine which schools offer After School Programs
- Research schools not currently offering other after school activities, or develop a plan to integrate within their schedule.
- Assume the responsibility of advertising and marketing in order to ensure the program is not a burden on the PTO/PTA
- Know what you are marketing: An affordable, disciplined, safe and structured after school program offering physical activities for families with children in K-6th grade.
- Offer school PTO/PTA an incentive by receiving a portion of the fees charged from each student/athlete enrolled.

“Partnering in Education” is a membership resource developed by the USASF Mentoring Leadership Program and the National Advisory Board



AFTER SCHOOL FITNESS

GRAB YOUR FRIENDS AND GET FIT!

Join our 6-week after school fitness program and dance, cheer and exercise with us. It's the most after school fun around!

Open to K-6th grade boys and girls

WHERE:

WHEN:

FEE: *per six week session*

TO REGISTER:

YOUR TEACHERS:

CLASSES

ACTIVE ALL STARS: GENERAL FITNESS – This class is designed to help develop strength, flexibility and endurance through cardio and muscle exercises. Strengthening core muscles improves balance, coordination and encourages a healthy and fit lifestyle.

ALL THE RIGHT MOVES: BASIC DANCE – This class offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.

ALL THE RIGHT MOVES: BASIC CHEER – This class is designed to introduce the student athlete to the basics of cheerleading skills such as motions, jumps, splits, front and back rolls, headstands, handstands and bridges. They'll be learning the fundamentals of cheerleading in a low risk and fun environment!

AFTER SCHOOL FITNESS CURRICULUM

CLASSES

ACTIVE ALL STARS: GENERAL FITNESS

This fitness and sports training class is designed to help develop strength, flexibility and endurance through cardio and muscle exercises. Strengthening core muscles improves balance, coordination and encourages a healthy and fit lifestyle.

Sample Curriculum:

- Warm stretches
- Gentle stretching
- Cardio relays
- Circuit workout
- Muscle building strength exercises
- Core and abdominal exercises
- Speed, quickness, agility drills
- Fun games for healthy competition

ALL THE RIGHT MOVES: BASIC DANCE

This class can be offered as a separate session or in combination with Active All Stars: Fitness and Sports Training. It offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.

ALL THE RIGHT MOVES: BASIC CHEER

This class is designed to introduce the student athlete to the basics of cheerleading skills such as motions, jumps, splits, front and back rolls, headstands, handstands and bridges. They'll be learning the fundamentals of cheerleading in a low risk and fun environment!

LESSON PLAN

WEEK 1: Evaluations

WEEK 2: Active All Stars & All the Right Moves: Basic Dance

WEEK 3: Active All Stars & All the Right Moves: Basic Cheer

WEEK 4: Active All Stars & All the Right Moves: Basic Dance

WEEK 5: Active All Stars & All the Right Moves: Basic Cheer

WEEK 6: Evaluations and Show Off for Parents



ALL STAR PARTNERING IN PRE-SCHOOL -ACTIVE ALL STARS PROGRAM

Participants in the USASF Mentoring Leaders Program developed resources that provide All Star Program Owners with tools to expand existing markets by creating connections with schools. The “All Star Partnering in Education” program is a disciplined, safe and structured after-school physical fitness initiative for children in after school programs. We have added this new layer to the program for Partnering in Pre-School and offering the Active All Stars program to the Pre-Schools near you.

HOW YOUR PROGRAM CAN BENEFIT:

Increased exposure
Heightened brand recognition
Increased revenue
Potential new customers
Strengthen community relationships

WHO: Partnering in Pre-School -Active All Stars program is designed for boys and girls ages 3-6
WHAT: Pre-School “on site program” to promote healthy motor development.
WHEN: Fall/Winter and Spring Sessions
WHERE: Local pre-schools facilities in your target area
CONTACT: Local Pre-School Owner/Director- *Sample letter provided*

POTENTIAL REVENUE SOURCE

Laying the foundation and building relationships with an emphasis on healthy kids and motor development can provide a potential revenue source for your All Star business.

- Offerings: When marketing to a specific age demographic be sure to offer programs that are relevant to the child's needs and the the parent's decision to invest in YOU!
- Parent and Me Classes
- Recreational Classes
- Dance classes - Every child loves to dance
- Parent's night out
- Birthday Parties
- Specialty Classes/ Ninja warriors nite/obstacle course fun, etc

RECOMMENDATIONS

- 1) Select your strongest manager to facilitate/market your Pre-School Active All Stars Program.
 - Research has found that utilizing your best instructor provides the best results. Program owners or managers should be the contact and the instructor.
 - Set goals that are measurable, for example: set a goal of having two pre-schools participate in the fall and increase to four schools by the winter session.
 - Contact your attorney and insurance representatives to confirm your coverage and liability.
- 2) Create a template/packet to hand out to local Pre-Schools that includes:
 - Cover letter
 - Introduction letter citing your qualifications and services offered.
 - Schedule of available classes: (example below*)
 - Sample Curriculum:
 - Week 1: Active All Stars & All the Right Moves/Basic Dance
 - Week 2: Active All Stars & Basic Cheer 101



- Week 3: Active All Stars & All the Right Moves/Basic Dance
 - Week 4: Active All Stars & Basic Cheer 101
 - Week 5: Evaluations and Show Off for Parents (Include a discount card to a cheer//dance clinic at your facility. Offer the clinic as close to the end of the Pre-School session as possible)
- List of items you'll provide to students, like a t-shirt with your logo, completion certificates, discounts for next clinic or free trial class at your facility, etc.
 - Fees per session (1 hour per week) at \$45-\$65 per person per 5 week session (based on your market)

SAMPLE SCHEDULE OF AVAILABLE CLASSES- Offered mornings at multiple Pre-Schools

Monday	Tuesday	Wednesday	Thursday	Friday
8:45-9:30AM	8:45-9:30 AM	2:45-3:45 PM	2:45-3:45 PM	8:45-9:30 AM
9:45-10:30 AM	9:45-10:30 AM	4:00-5:00 PM	4:00-5:00 PM	9:45-10:30 AM
10:45-11:30 AM	10:45-11:30 AM	5:00-6:00 PM	5:00-6:00 PM	10:45-11:30 AM

3) Create a template/packet to hand out to Pre-schools that includes:

- Release Forms (seek advice from your attorney)
- Advertising Flyer outlining the course and benefits (See the template provided)

4) Develop the classes you will offer (to be low risk/non stunting/non tumbling)

- Active All Stars: General Fitness
 - This fitness and motor development course is designed to help develop strength, flexibility and endurance through awareness. Emphasis on improving balance, coordination and encourages a healthy and fit lifestyle.
 - Sample Curriculum:
 - Warm stretches
 - Gentle stretching
 - Obstacle Course
 - Circuit workout
 - Muscle building strength exercises
 - Core and abdominal exercises
 - Speed, quickness, agility drills
 - Fun games for healthy competition
- All the Right Moves: Basic Dance
 - This class can be offered as a separate session or in combination with Active All Stars: Fitness and Motor Development Training. It offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.
- All the Right Moves: Basic Cheer
 - This class is designed to introduce the student athlete to the basics of cheerleading skills such as motions, jumps, splits, etc. They'll be learning the fundamentals of cheerleading in a low risk and fun environment!



POSSIBLE ROADBLOCKS TO SUCCESSFUL IMPLEMENTATION OF A PRE-SCHOOL PROGRAM

- Staff members not able to work on school property
- School has limited space
- Added/risk/liability for program owner
- Participation numbers may be too low
- Contact for implementation is unreachable
- Too expensive for the market
- Competition with other programs in your area

OVERCOMING THE ROADBLOCKS

- All staff must be credentialed and have a background check completed (include this in your Pre-School Program packet)
- Plan ahead for the time of year when space is available at the school
- Decrease liability by having the proper forms/waivers along with whatever the Pre-School requires of you and your staff
- Confirm the floor space to insure the safety of the student/athletes
- Start the conversation with the Pre-School Director
- Do the proper research to determine which Pre-Schools are in your area
- Research Pre-schools not currently offering programs such as this or develop a plan to integrate within their schedule.
- Know what you are marketing: An affordable, disciplined, safe and structured Pre-School Program, offering physical activities for families with children 3- 6 years old.

“Partnering in Education” is a membership resource developed by the USASF Mentoring Leadership Program and the National Advisory Board



Pre-School Active All Stars

Pre-School age children 3-6 welcome to join in the Fun and Play!

Join our 5-week Pre-School Active All Stars program and dance, cheer and exercise with us. It's the most fun around!

WHERE:

WHEN:

FEE: *per 5 week session*

TO REGISTER:

YOUR

INSTRUCTOR:

CLASSES

ACTIVE ALL STARS: GENERAL FITNESS – This class is designed to help develop strength, flexibility and motor development. Classes provide an emphasis on Fun, play, balance, coordination and encourages a healthy and fit lifestyle.

ALL THE RIGHT MOVES: BASIC DANCE – This class offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, release energy and be healthy.

ALL THE RIGHT MOVES: BASIC CHEER – This class is designed to introduce the student athlete to the basics of cheer leading skills such as motions, jumps, splits, front and back rolls. They'll be learning the fundamentals of cheer leading in a low risk and fun environment!

INSERT YOUR LOGO HERE

Dear Pre-School Director,

INSERT PROGRAM NAME HERE is excited to let you know about our newest Pre- School Program for the **INSERT SCHOOL YEAR HERE** school year! We are offering 5-week Pre-school programs and would love the opportunity to provide this service to your students ages 3-6 for boys and girls. Our curriculum includes:

Active All Stars: General Fitness – This class is designed to help develop strength, flexibility and motor development. Classes provide an emphasis on fun, play balance and coordination and encourages a healthy and fit lifestyle.

All the Right Moves: Basic Dance – This class can be offered as a separate session or in combination with Active All Stars: Fitness and Sports Training. It offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.

All the Right Moves: Basic Cheer – This class is designed to introduce the student athlete to the basics of cheer leading skills such as motions, jumps, splits, front and back rolls, headstands. They'll be learning the fundamentals of cheer leading in a low risk and fun environment!

All students will receive a free t -shirt to wear at each class as well as to the final performance. The cost per student is **INSERT YOUR SESSION PRICE HERE** per 5-week session.

Please contact us regarding your fall, winter and spring After School Program so that we can start planning! We are very excited to work with your students and look forward to hearing from you soon!

Please contact us at: **INSERT YOUR PHONE AND/OR EMAIL INFORMATION HERE**

In fitness,

YOUR NAME
YOUR PROGRAM

PRE-SCHOOL ACTIVE ALL STARS CURRICULUM

CLASSES

ACTIVE ALL STARS: GENERAL FITNESS - This class is designed to help develop strength, flexibility and motor development. Classes provide an emphasis on fun, play, balance, coordination and encourages a healthy and fit lifestyle.

Sample Curriculum:

- Warm stretches
- Gentle stretching
- Obstacle course
- Circuit workout
- Muscle building strength exercises
- Core and abdominal exercises
- Speed, quickness, agility drills
- Fun games for healthy competition

ALL THE RIGHT MOVES: BASIC DANCE

This class can be offered as a separate session or in combination with Active All Stars: Fitness and Sports Training. It offers a series of fun dance activities and introductions to different styles of dance. Dancing helps students get active, stay energized and be healthy.

ALL THE RIGHT MOVES: BASIC CHEER

This class is designed to introduce the student athlete to the basics of cheerleading skills such as motions, jumps, splits, front and back rolls, headstands, handstands and bridges. They'll be learning the fundamentals of cheerleading in a low risk and fun environment!

LESSON PLAN

WEEK 1: Active All Stars & All the Right Moves: Basic Dance

WEEK 2: Active All Stars & All the Right Moves: Basic Cheer

WEEK 2: Active All Stars & All the Right Moves: Basic Dance

WEEK 4: Active All Stars & All the Right Moves: Basic Cheer

WEEK 5: Evaluations and Show Off for Parents



U.S. ALL STAR FEDERATION

USASF

CLUB CHEER & DANCE TEAMS

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