

# 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 fees 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.

