

Boo\$T Your Net



***A Growth & Business Builder Guidebook for Owners
Regarding Burnout and Revenue Options***

A Collaboration with the 2019-2020 Connection Leaders

TANGIBLE STRATEGIES FOR REST PERIODS THAT PREVENT ATHLETE BURNOUT AND DON'T DISRUPT YOUR MONTHLY REVENUE

Our Collective Goal:

The Connection Leaders, in partnership with the USASF, are leading an initiative to provide awareness, education and resources related to the issue of burnout in member owners, coaches and athletes. Our intent is to broaden discussion and provide assistance related to burnout while encouraging All Star athletes to stay committed to the sport until they graduate from high school.

This guidebook is for All Star owners and provides insight and expertise from owners, coaches and athletes across the United States who participated in the Athlete Advisory Council, Regional Advisory Board, Regional Assembly and/or the National Advisory Board. The ideas included in this guidebook are just suggestions but we hope that as you plan your calendar for your year-round athletes, you will build in rest periods for them and be adaptable to their other commitments, such as school, family and milestone events.

When full-year youth sports organizations factor in flexibility and allow the athletes to have some measure of autonomy, we will see a decrease in athlete burnout.

ATHLETE BURNOUT | WHAT IS IT?

According to the National Athletic Trainer's Association, **BURNOUT** is:

A syndrome of continual training and sport attention stress, resulting in staleness, overtraining and eventually, burnout. Many athletes experiencing burnout report feeling trapped by circumstances of sports participation. 70 % of kids quit sports by age 12 and that age is declining.

What do the athletes say?

- It is not fun
- Pressure from the coaches to train when tired or injured
- Takes up too much time away from family, friends and social activities
- Don't trust that owners and coaches have their physical and mental well-being taken into consideration
- They want to pursue other interests but there is no time so they quit
- They want to train and improve but they want to have breaks, too

Why is it important to incorporate rest periods within your program?

Athlete burnout is real and when athletes are experiencing burnout they report feeling trapped by sports and seek to remove themselves completely from a sport they truly love.

ATHLETE BURNOUT | THE BIG PICTURE

Athletes and their parents often do not have the tools or resources to understand or navigate potential burnout. Owners and coaches can, and should, adopt a plan to intentionally incorporate breaks in ways that support their business model and, most importantly, the well-being of the athletes.

COMING SOON



What are the Challenges for Owners?

- A typical business model is based on twelve-month participation and providing “breaks” could break the bank.
- A fear that built-in breaks will provide a competitor with an advantage.

What does this Guidebook include?

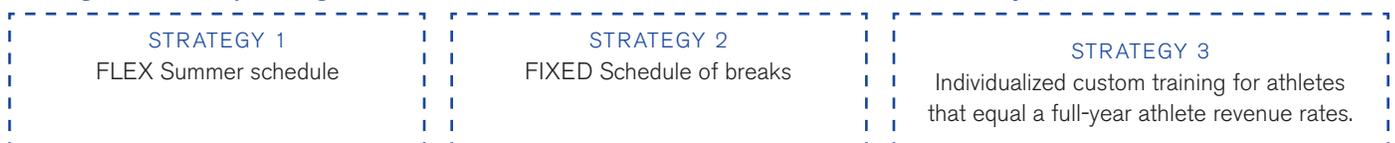
Owners can choose any of the tried-and-true strategies, or incorporate a combination of the listed ideas, found in the guidebook. The intent is to foster and inspire the reader to apply any or all of the concepts that best meet the needs of their program.

The Connection Leaders have provided tips to help aid coaches in the prevention of burnout, as well as tips for owners to help with saving and retirement planning. Three strategies for building business models that take into consideration necessary rest periods needed for the higher-level athletes are also provided.

◆ Tips and Strategies for:

- 1 Revenue Streams/Estimated Cost/Revenue and Profit
- 2 Preventing Coach Burnout
- 3 Owner Savings and Next Step Planning

◆ Strategies for Incorporating Rest Periods that Include Revenue Stream-Deficit Recovery



REVENUE STREAMS

Cash flow is a major determining factor in the ability for programs/clubs to stay in business when the competition season is over. When the end of the season is not properly budgeted for, programs/clubs (gyms or studios) can easily run out of cash at the end of their season, making it difficult to even finish the year. To help with the hindrance of over-budgeting, or to provide your customers with more flexibility in the timeline of returning to the program/club, we recommend planning additional revenue sources in the late winter so that you can save cash for those times when you may not have team tuition coming in. (Most financial problems surface in the late spring/early summer.)

As an owner, you determine how much to charge and what your demographic can sustain.

KEY TERMS:

Potential Net Profit: The actual profit after working expenses not included in the calculation of gross profit have been paid. Potential net profit will vary from program to program.

Charge: What a program charges the customer.

Expense: What it costs the program to run the class, clinic, event, etc.

Cost: The cost per person is based on the dollars you spend to run the event divided by the number of participants. Therefore, your profit margin would be the difference between the charge per person less the cost per person.

Session: The length of time that a particular class/program is offered. Session durations will vary from program to program.

"When you offer a full-year program, don't be afraid to offer a full-year price. When building your schedule, calculate time off for regularly scheduled breaks and any additional practices you may add. Divide that number by 11 or 12 months, depending on the number of months your All Star program operates. Utilize these additional revenue stream ideas to fill the gaps and/or increase revenue all year long."

KATHY PENREE
Owner of CNY Storm and Chairperson of the USASF Connection Leaders

NINJA WARRIOR CLASS

Concept: A theme-based open gym with activities associated with Ninja Warrior ideas.

Offered: 4 times a year

Charge: \$10 per person

Expense to the Program: \$200 (includes, marketing, staffing, supplies)

Net Profit Per Participant: \$2

Average # of Participants per Class: 25

Potential Total Net Profit
\$800 per year

BOOT CAMP | EXERCISE OPTION 1

Concept: An exercise camp centered around physical fitness.

Offered: 2 times a year - New Years & Summer

Charge: \$125 per participant

Expense to the Program: Around \$150 total to pay instructor

Average Cost Per Person: \$20

Average # of Participants per Event: 10 - 20 per class

Potential Total Net Profit
\$1,000 - \$1,500/session

BOOT CAMP | EXERCISE OPTION 2

Concept: An exercise camp centered around physical fitness.

Owner brings in an Independent Contractor (IC) and offers a weekly Boot Camp (5 times per week)

Charge: 25% revenue generated by the outside contractor.

Expense to the Program: none

Net Profit Per Participant: Determined by IC

Average # of Participants per Event: 10 - 20 per class

Potential Total Net Profit
\$2,000/month
* SEE MORE DETAILS ON NEXT PAGE

BOOT CAMP | EXERCISE OPTION 2

- Hire an Independent Contractor to teach fitness classes who will also provide their own insurance.
- Rent space in the early mornings and offer 4 morning classes a week (Mon-Fri).
- Allow the instructor to use your mats for certain drills and allow your staff to attend for free.
- At the end of the month, the instructor will provide a report of income and cut a check for 25% of the revenue charged in lieu of rent.

HIGH SCHOOL TRAINING

Concept: Host a 3 Hour Clinic.

Invite other disciplines of cheer or dance to utilize your facility/space. You could also design specific classes that correspond with their needs.

- Train local high school cheer athletes in the hours before classes and team practices begin.
- Create a "Tryout Clinic" for 8th graders looking to gain skills before they try out at their local high schools.

Offered: 2 times during the Spring

Charge: \$60 per person

Expense to the Program: \$30/hour per coach (typically 2 coaches)

Average # of Participants: 15 - 20

Potential Total Net Profit
\$1,100

HIGH SCHOOL CHEER PREP CLASS

Concept: Create camps, clinics or classes to meet the needs of those athletes looking to prepare for their high school cheer team.

Offered: 4 week session

Charge: \$75 per participant

Expense to the Program: \$120 (coach pay)

Average # of Participants per Class: 10+

Potential Total Net Profit
\$630+

FIELD TRIPS FOR LOCAL PRESCHOOLS & DAYCARE PROGRAMS

Concept: Create an outreach program whereby local preschools and daycare facilities can come to you for classes for their customers.

Offered: Determined by owner

Charge: \$5/participant

Expense to the Program: 1 hour hourly wage

Average # of Participants: Minimum of 15

Potential Total Net Profit
\$50

SUMMER PASS/ UNLIMITED

Concept: Summer or unlimited passes may appeal to those who are unable to commit to scheduled classes or sessions.

Example: Offer a Summer All-Access Pass, good June 1 - Aug 31.

- Pre-sell in February or March for an "early bird" of \$175.
- Market to families that a limited amount are available. Immediate revenue.
- Each month leading up to the start of the pass, increase the rate by \$25. Full price starts June 1.

Potential Total Net Profit
TBD

DANCE MASTER CLASSES OPTION 1

Concept: Hire experts to teach a specific technique or genre as a special offering to help generate interest in your program.

Offered: 2 - 3 times per year

Charge: \$150 - \$300 per dancer (based on instructor)

Expense to the Program: In most cases instructors will be paid a flat rate based on the number of hours worked.

Net Profit Per Participant: \$25 - \$50

Average # of Participants per Class: 10 - 15 per age group class. Offer 3 levels so total can get closer to 50 total participants.

Potential Total Net Profit
\$750+

DANCE MASTER CLASSES OPTION 2

Concept: Hire experts to teach a specific technique or genre as a special offering to help generate interest in your program.

Offered: 1 - 2 times per year

Charge: \$20 - \$30 per dancer (Depending on the instructor fee - you have to have a minimum of 30+ kids attend to turn a profit.)

Expense to the Program: \$300 - \$500 per class plus travel/food (can be expensive)

Net Profit Per Participant: \$25 - \$50

Average # of Participants per Class: 30 - 40

Potential Total Net Profit
\$200 - \$500

* SEE MORE DETAILS BELOW

DANCE MASTER CLASSES OPTION 2

- If you can find local 'celebrities' to teach classes, your profit will be greater.
- **ALWAYS have a backup plan B** in case something happens and the instructor cancels last minute.
- **ALWAYS have a contract in place**, PRE-SIGNED by the artist and the studio before they walk in the door in order to manage expectations for both parties.

PARENTS NIGHT OUT

Concept: Offer parents in your community an opportunity to utilize your facility by having your staff "babysit" their children. Provide games and activities that are age-appropriate and showcase your programs and staff.

Offered: 1 night a week

Charge: \$15 for 3 hours

Expense to the Program: working with a ratio of 1 staff/10 participants, start with an hourly wage at \$15/hour or require all staff to rotate on a monthly basis

Net Profit Per Participant: \$3

Average # of Participants: 10-50

Tip: Sell snacks for additional revenue.

Potential Total Net Profit
\$1,200
(\$120 an hour for 10 participants)

PARTNERING IN EDUCATION

Concept: The largest cheer and dance athlete demographic is school-age children, yet it is challenging to market within school districts. Partnering in Education is an after-school program which grants you access and an opportunity to introduce schools to your program.

This is a fully developed program offered by the USASF that you can access through your USASF Member Resources.

Contact Kinshasa Garrett for more detailed information at kgarrett@usasf.net

Offered: 6 week sessions offered at multiple schools, one hour sessions

Charge: \$1850

Expense to the Program: \$150 - cost of t-shirt for branding awareness

Average # of Participants: 15

Potential Total Net Profit
\$1,700 per session
x number of schools participating

FORTNITE OPEN GYM

Concept: A theme-based, open gym with activities associated with the popular video game, Fortnite.

Offered: Drop in class once a month

Charge: \$10 per person, 90 minute class

Expense to the Program: \$1

Net Profit Per Participant: \$9

Average # of Participants per Event: 80

\$720 per month x 12 months =
Potential Total Net Profit
\$8,640 per year

CHEER & DANCE FUNDAMENTALS

Concept: An introduction to cheer and or dance that is FUN and teaches the basics. *Note: This is a USASF offered program available via the USASF FUNDamentals site located in your USASF Portal.*

Offered: 6 week or 12 week sessions during the year, one hour class

Charge: \$110 - \$175 per session (based on \$15/class x number of weeks for session)

Expense to the Program: Staff (paid coach plus volunteer junior staff), t-shirts for branding

Average # of Participants per session: 15 per session

Potential Total Net Profit
\$110 for 6 week session = \$1650 x 6 sessions during the year: \$9,900

For more information regarding Cheer FUNDamentals contact your USASF Regional Director:

Midwest:

Shauna Holm | sholm@usasf.net

Southwest:

Kinshasa Garrett | kgarrett@usasf.net

Southeast:

Glenda Broderick | Glenda@usasf.net

Northeast:

Robin Galik | rgalik@usasf.net

West:

Karen Wilson | kwilson@usasf.net

For more information on Dance FUNDamentals contact:

Mary Wendt | education.dance@usasf.net

PARENT/ATHLETE STUNTING CLINIC

Concept: A clinic for parents of your All Star athletes with an emphasis on learning/practicing the basics of cheer stunting.

Offered: 2-hour clinic, twice a year

Charge: \$40 per couple

Expense to the Program: 2 instructors' normal pay

Average # of Participants: 25 - 35

Potential Total Net Profit
\$500 - \$750 per clinic

MOMMY & ME OR TODDLER TIME

Concept: A class designed for parents and their toddler(s) with an emphasis on play and motor skill development.

Offered: 2 - 3 mornings a week for 45 - 50 minutes

Charge: \$10 per visit

Expense to the Program: Cost of instructor

Net Profit Per Participant: \$9.93

Average # of Participants: 8 - 10

Potential Total Net Profit
\$300 per week | \$1200 per Month

MOMMY, DADDY AND ME

Concept: A class designed for parents and their pre-K child with an emphasis on play and motor skill development based on their age.

Offered: 1 x week for 14 week session

Charge: \$140

Expense to the Program: \$175 to pay the instructor

Net Profit Per Participant: \$10 - \$15

Average # of Participants per Event: 10 - 15

Potential Total Net Profit
\$1,475 per year

BLACK FRIDAY

Concept: A theme-based, open gym with activities associated with shopping and deals. Create fun activities for the kids while parents shop.

Offered: 1 time a year (Black Friday)

Charge: \$35 per person

Expense to the Program: Pizza plus cost of 2 - 3 staff

Average # of Participants: 15 - 25

Tip: Offer pizza, games and movies

Potential Total Net Profit
\$300 - \$650

NEW YEARS KIDS NIGHT

Concept: A theme-based, open gym with activities associated with the new year.

Offered: 1 time a year (New Years Eve)

Charge: \$35 per person

Expense to the Program: Pizza plus cost of 2 - 3 staff

Average # of Participants: 12 - 30

Tip: Offer pizza, games and movies

Potential Total Net Profit
\$300 per week | \$1200 per Month

CHRISTMAS WRAPPING

Concept: Utilizing your facility and staff, assist your clients with Christmas wrapping.

Offered: Seasonally

Charge: \$5 for small gifts, \$10 for large gifts

Expense to the Program: Supplies can be bought in bulk and averages about to about \$5 for every 10-20 gifts (depending on size)

Average # of Participants: 10 - 20

Potential Total Net Profit
\$50 - \$150

PREVENTING COACH BURNOUT

Provide opportunities with staff for continuing education - seminars, conventions, online courses and leadership training.

CONTINUING EDUCATION	INCENTIVES	CULTURE BALANCE	OUTSIDE OF WORK BALANCE
<ul style="list-style-type: none"> • Host informative and fun staff meetings. • Attend educational conferences. • Attend or host leadership workshops. • Develop and implement a healthy nutrition program for coaches. • Encourage and reward community service. • Support participation in USASF Credentialing, committees, programs and initiatives. 	<ul style="list-style-type: none"> • Offer benefit programs. • Offer retirement plan insurance. • Encourage wellness hours, health classes/fitness, self-care time- prizes could include things that further promote balance & wellness. • Build vacation, wellness opportunities and breaks from electronics into the schedule. • Offer generous competition stipends and include food and travel per diem. 	<ul style="list-style-type: none"> • Cap total number of teams to head coach at three • Establish a ratio of 1 coach to 6 athletes for Tiny and Mini teams • Establish a ratio of 1 coach to 8-10 athletes for Youth, Junior and Senior teams • Provide mandatory breaks for all. • Provide continuous and consistent education to the parents. 	<ul style="list-style-type: none"> • Provide outside socialization without athletes. • Block off time for self-care in your calendar and make it "unchangeable" once scheduled • Identify activities or hobbies that bring joy and stress relief. Commit to participating in those activities a set number of times per week/ month/etc. • Encourage outside hobbies.

OWNER SAVINGS AND RETIREMENT TIPS

BE SURE TO TAKE CARE OF YOU!

Identifying athlete and coach burnout is important to the retention within your business but what about owner burnout? Can you create a light at the end of the tunnel by developing a road to retirement?

Retirement can be viewed from many different angles but, to put it simply, it is a source of income you will start to receive on the day you decide not work any longer. Some owners plan for their All Star program to act as their plan for retirement. Others have opened IRA accounts or invested in real estate as retirement plan options.

Working with a financial professional can help you navigate retirement as they do the heavy lifting with most aspects of retirement planning including:

- Tax implications in retirement accumulation and distribution
- Investor profiling and risk tolerance
- Longevity, timing and sequence of returns risk
- Other perils affecting retirement such as legal matters, death, disability and long term care
- The amounts or the numbers needed to achieve the desired retirement goal factoring the accumulation number and the distribution number
- The different type of vehicles used for investments and retirement and how they play out during accumulation and distribution
- Social Security
- Legacy and estate planning (wills and trusts)

Types of financial professionals:

- Life Insurance Agents
- Registered Representatives
- Financial Service Professional
- Investment Advisers
- Retirement Planners
- Certified Financial Planners
- Financial Advisers

PREPARATION IS KEY

In the coming years, you may be required to have a retirement plan set in place. The state of California has implemented a state-run retirement program that is requiring employers to set up retirement plans when employing 5 or more employees. Other states are beginning to follow this model so this could be coming to your state sooner or later!

- Being prepared and proactive by taking control of your choices could save you some time vs. being reactive and waiting to put these items into place.
- Know your resources so you can be educated and make informed choices.

BUILT IN BREAKS FOR ATHLETES

STRATEGY 1
FLEX Summer schedule
As suggested by the 2019-2020 Connection Leaders

Athletes placed on year-round teams require a certain level of training and conditioning. In order to accommodate the need for rest periods while still meeting the needs of the team, this program offers a “FLEX” schedule in May, June, July.

WHO?	WHEN?	TRAINING REQUIREMENTS	HOW?
All Star Elite Athletes	May, June, July	16 hours per month, based on 4 - 6 per week average	Attend 2 practices per month and fill remaining hours with privates, clinics and/or camps.
Veteran Athletes	May, June, July	Offer non-impact for the month of May or “Zero Practices” at the conclusion of the competitive season for one month.	Offer progressive re-entry by holding two practices per month in June and July. The remainder of training requirements will be filled by participating in privates, clinics or camps at the program’s discretion.
Athletes with Split Households	May, June, July	Create at-home conditioning requirements.	Pre-register for practices so the number of training hours are consistent with other year-round team members.

OFFER STUNT CLASSES MONTHLY

Implementation Plan: discuss with staff to work out details, parent education during the current season, outlining the details in the season information packet.

STRATEGY 2 Fixed Breaks

As suggested by the 2019-2020 Connection Leaders

Objective: To provide an economical plan that will serve to alleviate athlete burnout by providing planned time off from scheduled practice training.

STANDARD BREAKS FOR THE ENTIRE PROGRAM	BUILD INTO THE BUSINESS MODEL
<p>Summer Schedule:</p> <ul style="list-style-type: none"> • No weekend practices in May and June • Veteran athletes are offered no-impact training for May or June <p>Pre-season and competitive season:</p> <ul style="list-style-type: none"> • Lighten the schedule the first week of school • Pre-determine time off for Thanksgiving • Consider taking 1-2 Weeks off around Christmas- New Year • Take Spring Break off • Establish a policy of no practices or competitions on Holiday Weekends 	<ul style="list-style-type: none"> • Celebration days (team bonding and fun) • Practice days for National All Star Cheer and Dance Day • Online assignments for athletes over the built-in breaks and holidays • Monthly training challenges • Balance with school activities • A planner where kids can post important school functions such as finals week • Tutoring during finals week • Guidelines for requesting days off for school activities that allows some flexibility for athletes to experience milestone events • Community service projects • Leadership workshop opportunities for high school-age athletes

POTENTIAL REVENUE LOSSES:

Your customers pay for twelve 4-week months and a year actually has thirteen 4-week months as some months have five weeks (13 x 4 = 52). Employees who are hourly would traditionally miss wages but could make that up with clinics, camps and private lesson opportunities.

STRATEGY 3 Customized Training by Athlete

As suggested by the 2019-2020 Connection Leaders

Offer May and June Class Packages in Lieu of Full-Year Tuition

**These are optional for anyone interested in working on skills during these months.*

CLASS PACKAGES OFFERED IN MAY AND JUNE	ADDITIONAL CLASS PRICES
<ul style="list-style-type: none"> • Package A - \$115 for 10 classes • Package B - \$150 for 15 classes • Package C - \$185 for 20 classes • Package D - \$215 for 25 classes • Unlimited - \$300 • Single class - \$13 <hr/> <ul style="list-style-type: none"> • Packages must be pre-purchased by June 1st • Pre-registration required • No drop-in classes 	<ul style="list-style-type: none"> • Private Pricing • 1/2 Hour: \$27 for 1 athlete • 1/2 Hour: \$18 each for 2 athletes • 1 Hour: \$42 for 1 athlete • 1 Hour: \$32 each for 2 athletes • 1 Hour: \$25 each for 3 athletes <hr/> <ul style="list-style-type: none"> • Cancellations must be made 24 hours in advance to avoid being charged for the lesson • Charge for any lessons cancelled within the 24 hour period • A single private is \$64 for the lesson

ALL STAR FULL YEAR TEAM REGISTRATION TIPS	VARIABLES/INCENTIVES
<p>SUGGESTED VERBIAGE: Early Registration begins (fill in your start date). If you register your athlete before Sunday, (fill in your date) you will receive a discounted rate."</p> <p>Registration is the \$50 registration/insurance fee plus June tuition for training. All athletes must pay the full registration fee regardless of how many leveled practices they can attend.</p>	<p>SUGGESTED VERBIAGE:</p> <ul style="list-style-type: none"> • "Early registration also includes a t-shirt! Early registration (Insert your dates) - \$175" • On time registration (by June ?) - \$205 • Late registration (after June ?) - \$250

CONSIDER OPERATING MAY THROUGH JULY UNDER THE PHILOSOPHY OF LEVELED PRACTICES:

- Instead of forming teams based on individual skills, keep like-skilled kids together and see what can be done with the personnel to make the strongest team possible for the gym.
- With so much going into an All Star performance, the dynamic of a team with respect to stunting, tumbling, dance, jumps and attitude needs to be just right. Individual sizes of the athletes compared to each other should also be considered. By spending the month of June practicing skills together, programs will be able to configure the strongest teams possible to represent their clubs/programs.

STRATEGIES FOR SUCCESSFUL IMPLEMENTATION OF ATHLETE CUSTOMIZED TRAINING:

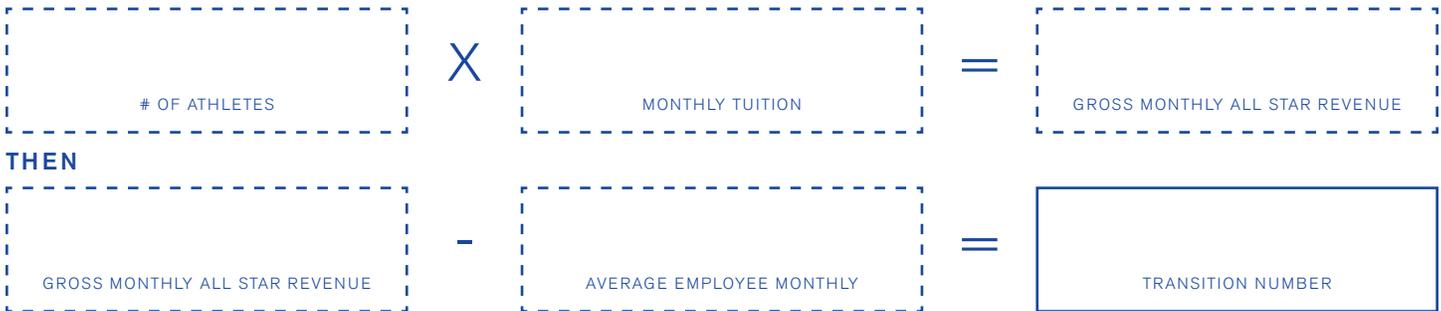
- 1 Evaluate how the athletes work together, especially regarding stunting, over a longer period of time when determining a customized plan.
- 2 Evaluate consistency, ability to take critiques and stamina when determining a customized plan.
- 3 Take the pressure off athletes to "level up." It is unrealistic for every athlete to "level up" each year. Staying at the same level for a few years can help solidify skills at a healthy progression rate.
- 4 When an athlete requests a customized plan determine in advance if they are staying at the same level or if they intend on leveling up. Create a customized plan that optimizes their best opportunity for success.

TRANSITIONAL FORMULAS FOR EXTENUATING CIRCUMSTANCES

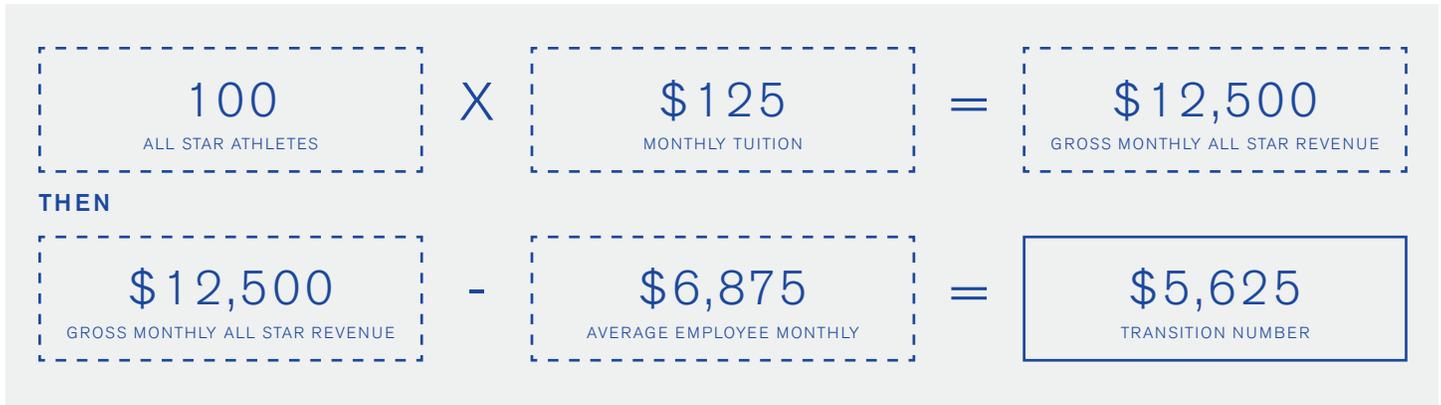
When an athlete needs additional time off due to burnout or other unforeseen situations, create a financial plan that meets the full-team financial commitment but allows them the TRANSITION TIME they need.

HOW TO FIND YOUR TRANSITION NUMBER :

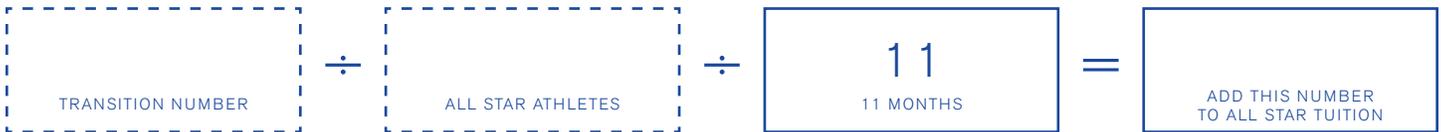
Find your magic **Transition Number**. This will be what is used to make sure your gym is not losing the monthly tuition money you count on during the transition period.



EXAMPLE



Use the equation below to determine the amount that needs to be added to your monthly tuition to accomodate the transition period.



In the example above you'd divide the transition number of \$5,625 by the number of athletes for the current season (100). Then divide by 11 months which equals \$5.11. This is the numbrer that would be added to the All Star tuition.

Below are some transition options that may fit your club/program's goal to help athletes maintain a passion for the sport and keep their bodies safe while protecting your financial well-being.

OPTION	USE THIS TRANSITION IF:	EXPLANATION OF TRANSITION:	HOW TO MAKE YOUR BANK ACCOUNT SMILE:
Two-week Transition	<ul style="list-style-type: none"> You have hungry athletes who were disappointed with the previous season and ready for the next. You did not attend an "end of season" event. You are uncertain if athletes would sign up if given "optional" practice times. 	<ul style="list-style-type: none"> Take a 2 week break from All Star after the final event of the season. Have an evaluation or tryout process to cover the rest of the month. 	<p>OPTION 1</p> <ul style="list-style-type: none"> Charge a small registration/tryout fee. Divide your transition number by 11 months. Divide again by the amount of athletes in the program. (Plan for a 10% decrease just in case.) Add that final number to your monthly tuition as "inflation" for the following season. <p>OPTION 2</p> <ul style="list-style-type: none"> Charge a registration fee. Charge your transition number divided by the amount of projected athletes for a "tryout" fee. In order to justify this fee that is basically equivalent to a monthly tuition, schedule mandatory or optional hours of "tryout/evaluation" time in those final two weeks of transition month.
One-month Transition	<ul style="list-style-type: none"> You have a lot of athletes that are on the verge of "leveling up" The end of the season was somewhat demanding. You have more younger athletes than older athletes. (over 60% under the age of 13) 	<ul style="list-style-type: none"> Class packages! Offer a multitude of different classes that you may not offer on a regular basis to create excitement. Athletes who are hungry will sign up. Athletes that are tired will take a needed break and may return when they previously may not have. 	<ul style="list-style-type: none"> Offer 3 - 5 packages. Ex. 10 classes, 15 classes, 20 classes, unlimited. Take your "Transition Number" and divide it by HALF of your All Star athletes (assuming only half will purchase a package). Make the 2nd or 3rd package equal to this number you find. Market packages as flexible, innovative, FUN! Set a registration deadline and offer a discount if they pre-purchase. Utilize staff to promote specific classes! <p>If you do not make enough this month, adjust tuition costs for the following season to make up for the loss. Example: If you were \$3,000 short, and have 50 athletes in your program, that's \$250 more that needs to be made over the next 11 month season. Adding \$5 a month per person to tuition would allow you to recoup that. If this is your plan, make sure to put a range for tuition cost in your information packet so that you are not bound to a set price.</p>

OPTION	USE THIS TRANSITION IF:	EXPLANATION OF TRANSITION:	HOW TO MAKE YOUR BANK ACCOUNT SMILE:
Two-month Transition	<ul style="list-style-type: none"> You have a lot of athletes who are missing special events and considering not returning. You have very set systems and the athletes will require very little training of your gym techniques. You have a mix of dedicated athletes who want to be in the gym every day and ones who need a break. You don't have a solid idea of the dynamic of teams you want to have for next season. What makes sense competitively, for retention and profit? 	<ul style="list-style-type: none"> Month 1 - Class Package Month! Follow the "1 month transition" found above. Month 2- Leveled Practices Month! Athletes register for the new season prior to the season. Registration includes "tuition" for the month. Practice all athletes of a certain level together on 1 day. This cuts down on employee costs and creates consistency within a level. Offer optional training hours to justify charging full tuition and accommodating both those athletes that need a break and those that are hungry for more. Consider combining levels for optional practices to cut down on floor space and payroll costs. Ex. Level 2/3 together and level 4/5 together for optional practices. Athletes can "level up" throughout the month based on performance. At the end of optional practices, create teams. This gives you time to make the BEST decision for your gym! 	<ul style="list-style-type: none"> Month 1 - Follow above Month 2 - Charge normal tuition as you would during the season. Speak about leveled practices as pre-season training. Upcharge significantly for late registrants to deter athletes from holding off registering.
Three-month Transition	<ul style="list-style-type: none"> Low-commitment families who want the summer off generally don't compete until after the holidays. Have "full year" prep teams. 	<p>CONSIDER:</p> <ul style="list-style-type: none"> The 3rd month is post-placement and practices are conditioning only? No impact so it doesn't matter if several athletes are missing. 	