



GLOW DAY CAMP

IMPACT: 3

Positively Impact Your Profits, Membership & Culture

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IMPACT YOUR PROFITS, YOUR MEMBERSHIP &
YOUR GYM CULTURE



GLOW DAY CAMP

Culture-building event for your gym.

Hey There!

Let's be honest. In the midst of the chaos from a global pandemic, spirits are low. We're spending more time with our families, but many are faced with worry and doubt - struggling to connect with one another emotionally and mentally. Part of making your gym a staple in people's lives is helping people do something they can't do on their own. Sometimes this is a fun event (Nerf Wars at home would be pretty tough). Sometimes this is a tumbling clinic ("No! Don't try that standing tuck for the first time on your mom's yoga mat!") Often - it's creating a safe space and positive environment for family and friends to connect. That's what GLOW Day Camp is all about - connecting mothers and their daughters. We've had enormous success with this event and can't wait to hear how it goes in your gyms!

Next Generation Gym Owners

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SUCCESSFUL EVENTS 101

HOW TO MAKE AN IMPACT WITH GLOW

Like revenue and lead-generating events, culture-building events are also an important part of keeping a positive environment in our gyms. While they aren't going to make you a millionaire financially, they lead to the overall retention in your gym. They also build your community presence, and in times like this, there's nothing more important than proving what a staple your gym is to your community. This event will do just that!

Timing: When hosting this event, there are a variety of factors to consider:

- This event is one that will draw primarily females. For many of us, Nerf Nights can be tough on NFL nights as well as the night of the big MMA fight. However, you won't have to worry as much about de-conflicting major sports. So, what other community events will rival something like this?
 - Wine & Painting Nights
 - Mother-Son Dances
 - Major Holiday Weekends where cooking and food prep might take a day or so
 - Church and/or Sunday School
 - Immediately after the Stay-at-Home Order is lifted when hair and nail salons will be bombarded

Marketing: The great part about this event, is that connecting with your children is important to parents. Building an emotional connection is often even more important for females. For that reason, our marketing needs to reflect that.

- Marketing an event effectively means getting in front of your audience in a variety of platforms (Social media, email marketing, grassroots, etc.) Most Millennial and Gen-X moms are on Facebook and Instagram, so we recommend using those as your primary source of marketing.
- Is this the first time you're hosting this particular event? If so, it can be a little bit harder to get registrations. You may not have testimonials or word of mouth about a new event, so it can take longer to build your traction.



- Are you putting out the event information early enough? We highly recommend putting information out at least 6 weeks in advance (even if it's just a Save-the-Date and the event description).
- If you're not seeing traction, make small changes to your marketing to see what works. We've put out the same flyer with a different image, and it worked wonders! If your event is open to ages 7-12 years old, consider split testing your ads with images of moms and daughters at a variety of ages.

Registration: Determining the pricing for your event can be a challenge. Yes, you should still charge for culture-building events so you cover your expenses! For detailed budgeting and projections, use the budgeting guide on page 5.

- If you're running this in 2020, consider how you can include it for all star athletes as part of their tuition. (If you watch your expenses and allot for this in your all star budget, it could be a great value-adder to the program.)

BUDGET

Even a break-even event shouldn't cost you, so use this to develop your budget.



STEP 1: CALCULATE YOUR EXPENSES.
DON'T FORGET LABOR COST &
ADMINISTRATIVE TIME SPENT MARKETING
AND PREPARING FOR THE EVENT.

EXPENSE #1

EXPENSE #2

EXPENSE #3

EXPENSE #4

EXPENSE #5

TOTAL PROJECTED EXPENSES

HOW MUCH TO CHARGE?

HOW MANY PARTICIPANTS CAN YOU TAKE OR DO YOU THINK YOU COULD REALISTICALLY REGISTER?

NOW DIVIDE YOUR TOTAL PROJECTED EXPENSES BY THE NUMBER OF STUDENTS LISTED ABOVE.

MULTIPLY THIS NUMBER BY YOUR DESIRED PROFIT MARGIN. THIS EVENT CAN LIKELY PROFIT 10-15%.

BASED ON THE NUMBER ABOVE, WHERE DOES THIS LAND IN COMPARISON TO WHAT YOU WOULD NORMALLY PRICE FOR AN EVENT?

- While this event is not intended to be profit-generating, a 10-15% buffer can be helpful in the event that pricing on a budgeted expense is inflated.
- If you find that you're able to cut costs further by having local speakers, pediatricians or family counselors who will donate their time, your profit margins can go up - or you can charge less for the event. As a culture-building event, both options are acceptable.

SOCIAL MEDIA

CAPTION >>

Do you want to give your daughter the tools she needs to grow and GLOW? Join us from (times) on (date) for a special mother and daughter event, hosted by (your gym). Space is limited! Register today at (website).



SOCIAL MEDIA

CAPTION >>

Give your daughter the tools to be her very best self! Join us for a mother/daughter workshop developed to ensure young girls have the tools to become more confident people, (date and time). Doors open at (15 minutes before start time). Featuring amazing speakers, including (speaker name and title). Door prizes and give aways!! Register at (website) by (deadline).



SOCIAL MEDIA

FACEBOOK CAPTION >>

Get some one-on-one time connecting with your child and empowering them at (gym name)'s GLOW event (date). Our amazing speakers will help your child build confidence while strengthening your bonds. Register today at (website).



OUR FLYER

CUSTOMIZE YOURS USING THE TEMPLATE ON PAGE 11



GREEN BAY FUSION ALL-STAR PRESENTS

GLOW

GROWTH. LEADERSHIP. OPTIMISM. WORTH.

Mother & Daughter Workshop

Green Bay Fusion is honored to welcome industry leaders for a morning of empowerment while we redefine words like beautiful, valuable, and possible. During a power packed morning, we'll inspire a generation of leaders, trailblazers, and change makers to create a confident and kinder girl.

Want to learn some practical tools to support and nurture your daughter's confidence and relationships?

REGISTER NOW

WWW.GREENBAYFUSION.COM

**SATURDAY OCT 8TH
9AM TO 12PM**



Dr. Robyn Silverman
Keynote Speaker



Jennie Collins
2015 Miss Green Bay Area

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PRESENTS

GLOW

GROWTH. LEADERSHIP. OPTIMISM. WORTH.

Mother & Daughter Workshop

**Want to learn some practical tools to support and
nurture your daughter's confidence and relationships?**

REGISTER NOW

EMAIL MARKETING

Pair an image above with the text below for 2 email marketing campaigns!

SUBJECT LINE >> (Gym Name) hosts first-ever GLOW event!

Hi %FIRSTNAME%!

Are you a mom looking for an opportunity to add enrichment opportunities for your children? I know so many moms who would love an opportunity to spend a day connecting with their kids.

Growing up in today's world is tough for our adolescent girls! They deal with peer pressure, body image issues, shyness, self-esteem struggles and even more. We've all been there and as we all remember, being a tween or teen is as difficult for our young girls as being green was to Kermit!

It's because of that we've decided to provide tools to mothers and daughters during the toughest moments of growing up! Join us for our first-ever GLOW event! We'll explore growth, leadership, optimism and worth through interactive activities and sound advice from local female leaders! Register now by going to (website). Space is limited!! We can't wait to see you GLOW!!

Sincerely,

(Your name)

SUBJECT LINE >> Help them grow. Help them GLOW!

Hey %FIRSTNAME%,

As parents, we're dedicated to giving our children the strongest chance of success in navigating the tricky waters of adolescence.

Join us for a morning filled with presentations, activities, and FUN – all geared toward equipping mothers and daughters with the tools to make growing up just a little easier. It's sure to be a great day of mother daughter bonding!

Register now by going to (website). Bring a FRIEND! Something this GOOD needs to be SHARED!

Sincerely,

(Your name)

MARKETING TIMELINE

6-8 WEEKS OUT

- Determine the best date/time for your event.
- Use page 5 to develop your budget.
- Create a Facebook event.
- Design your flyer.
- Reach out to possible speakers.

4 WEEKS OUT

- Confirm (in writing) dates and times with your speakers.
- Send a press release to the local media.
- Determine who will staff the event.
- Pass out flyers to your members.
- Send your first marketing email.
- Post on social media.

3 WEEKS OUT

- Send second marketing email.
- Post the event in your Instagram stories.
- Determine if you'll need any supplies and begin purchasing those.
- Continue posting on social media.

2 WEEKS OUT

- If your event is not full, start calling members who you think would enjoy this event and people who have attended previous events.
- Meet with any staff members who will be working the event to provide training and answer questions.
- Reach out to speakers to see if they have any questions or need any prints, projectors, etc.

1 WEEK OUT

- Ensure any necessary printed materials are ordered & picked up.
- Test out your projector to ensure everything will go smoothly.
- Obtain any powerpoint presentations or files from your speakers. Review their materials.
- Confirm with your staff that they're good to go.

DAY OF EVENT

- Make sure the gym looks and smells great.
- Greet parents and kids as they arrive.
- Ensure projectors and materials are ready to go!
- Make coffee & prepare light snacks.



EVENT ITINERARY

8:45-9:00 A.M.

- Check in and welcome attendees as they arrive.
- Give name tags or table tents to participants. This will promote interaction with the speakers and among attendees.

9:00-9:05 A.M.

- Introductions and welcomes
- GLOW Tip #1 (See page 15) from the gym owner or manager

9:05-9:35 A.M.

- Speaker presentation

9:35-9:45 A.M.

- Coffee & drink break

9:45-9:50 A.M.

- GLOW Tip #2 (See page 15) from a coach or older athlete

9:50-10:20 A.M.

- Women's Self-Defense Training

10:20-10:30 A.M.

- Coffee & drink break

10:30-10:35 A.M.

- GLOW Tip #3 (See page 15) from a coach or older athlete

10:35-11:05 A.M.

- Speaker presentation

11:05-11:50 A.M.

- Be-YOU-tiful Activity (See page 16)

11:50-12:00 P.M.

- Final thank you's and door prizes

ITINERARY SPECIFICS

GLOW TIPS

- These are quick, 5-minute stories, testimonies or tips to help connect the audience to an emotion. Ideas include:
 - A testimony of an athlete (or from her mom) who developed confidence that changed her life.
 - A short story about a historical figure who overcame obstacles in life.
 - An inspirational video such as [this one](#).

COFFEE BREAKS

- Sometimes light music can help the awkward moments here and spark conversations. Consider a "coffeehouse jazz" Pandora station to keep it light, but maintain the atmosphere.
- Have coffee and bottled water or lemonade easily accessible.
- Consider having some cookies, cheese and crackers or a fruit tray. When you have food, people tend to gather around it and converse.

BE-YOU-TIFUL ACTIVITY

- This is a mother-daughter activity - something they can do together such as:
 - Yoga or zumba-type class
 - Planting flowers
 - Decorating cookies
 - Instructional painting on canvases
 - Jewelry-making or home decor craft

SPEAKERS

- Speakers can be paid or volunteers. Ensure you have credible speakers who are qualified to speak on the topics:
 - Pediatricians
 - Family or school counselors
 - Professors of social work, psychology or family science
 - Any other professional motivational speaker or expert

DOOR PRIZES

- Prizes can be donated and can include things like:
 - Fresh baked bread or pie from a local bakery
 - \$10 coffee shop gift card
 - Bouquet of flowers or plant
- Gym apparel can work if you have matching mother-daughter gear or a tote bag. The goal here wouldn't be to be too cheer specific as it can alienate non-member attendees

SHOPPING LIST

You won't need to buy much for this event, but you'll have to gather a few things in advance.

COFFEE BREAKS

- Coffee or K-Cups
- Filters (for brewed coffee)
- Coffee cups
- Sugar or sweeteners
- Creamer
- Coffee stirrers
- Lemonade or bottled water
- Snacks (cheese, crackers, fruit or cookies)

OTHER ITEMS YOU MAY NEED

- Projector
- Screen
- Laptop computer
- Name tags
- Materials for Be-YOU-tiful activity
- Door prizes (See page 15)

FEEDBACK

Culture-building events, regardless of the cost, should offer an opportunity to solicit for feedback. This will ensure each event is meaningful to attendees and get better year after year.

EFFECTIVE SURVEYS

- Asking these questions by email works, but if you can create a form on your website, that will offer a professional platform for garnering feedback.
- Ask participants for "honest" feedback. You can provide a coupon for a future event for completing the survey.
- Always require a name on each survey. If you have questions about a comment, this is the only way to follow up. Miscellaneous surveys tend to be negative in nature, while those with names required tend to have constructive feedback.

SAMPLE QUESTIONS TO ASK

- Who was your favorite speaker? What were your biggest takeaways?
- How do you feel like this event strengthened the bond or created an opportunity for quality time with your daughter?
- Why would you consider or not consider attending this event in the future?



AFTER-ACTION REPORT

For the best results, complete this within 48 hours of your event.

1. Event date & time: _____

2. Staff members who worked the event: _____

3. Recommended changes to the event plan for next year: _____

4. Additional staff training needed for next year: _____

5. Notes about the speakers: _____

6. Notes about the Be-You-tiful activity: _____

7. The parts the kids liked the best: _____

8. The part the parents liked the best: _____

9. Number of total participants: _____

10. Amount spent on this event: _____

11. Subtract from the amount spent to determine total profit: _____

Feedback from attendees, speakers & other notes: _____
