



FREE
Checklist
Inside!

3 Steps To Tackle Rising Costs



Consistent Income

Venue Considerations

Price Adjustments

How Can I Combat Rising Costs?

Rising costs are bound to be on your mind and on the minds of parents who bring their kids to your club.

Finding the balance between running a viable business and supporting kids to have access to your activities can be tricky. **But it is achievable!**

We'll cover:

- Consistent income
- Venue considerations
- Price adjustments

PLUS how to help parents who are struggling with rising living costs keep attending your club.



Consistent Income

Venue Considerations

Price Adjustments

Consistent Income

A steady income is crucial for your club, **especially right now.**

- Simplify payments for parents by encouraging them to pay via subscription payments over the year i.e split over 11-12 months. They'll know exactly what is coming out each month and you'll know what's coming in! **Peace of mind all round.**
- Help parents plan for the cost of your classes by paying in **more manageable chunks** rather than larger, unmanageable payments.
- You'll be more likely to retain customers if they see the cost of your club as value for money - it's time show parents why their outgoings to you are worth keeping. **Try this: ask parents for feedback on your services. Use this to highlight the value you provide and where this can be improved.**

Inside scoop: ClassForKids can help you easily roll-out subscription payments - in fact, this is one of our most-loved features by clubs!



Consistent Income

Venue Considerations

Price Adjustments

Venue Considerations

With all the costs involved in running your kids club, you may be feeling the pinch. From heating and lighting indoor venues, to paying staff and maintenance costs, what can you do to reduce your outgoings?

- Combine sessions - try merging classes to save on running costs. You could trial larger class sizes i.e. of sessions covering the same skills to use your facilities for less periods of time.
- Consider other areas where savings can be made - turn to providers for advice: can they offer you a deal? Are there any services you don't need that can be done in-house, such as cleaning?
- Search for alternative venues - if the cost of hiring premises is overwhelming, it may be time to look at alternative venues. If you own the premises, you have to be realistic about all your outgoings and make cuts where necessary.

Inside Scoop: With ClassForKids, you can easily communicate venue changes with parents and list multiple venues to your booking schedule if applicable.



Consistent Income

Venue Considerations

Price Adjustments

Price Adjustments

Whilst price increases can cause worry over lost customers, you have to consider if this is the right option for your club. If you decide this is the right option:

- Communicate price changes well in advance
- Be honest about the reasons for changes - often parents will understand the need to increase and will value the transparency
- Announce your increase clearly and in writing
- Welcome open communication and questions from parents

With ClassForKids changes in pricing can be easily communicated. Send a message to multiple parents at once to let them know well your plans in advance.



Consistent Income

Venue Considerations

Price Adjustments

How can I help parents who are struggling, too?

External funding - look into external options for both your club and for parents who may struggle with price increases. **Ayrshire Gymnastics provide free places for 80% of kids attending their camp sessions, thanks to securing external funding.**

- **Special offers** - Retain parents with limited time price reductions i.e. consider a lower rate for the first term. Thank loyal customers with thoughtful gifts or offers.
- **Trials** - This will be a difficult time to reach new customers. Invite parents to bring a friend to your classes to give them a taste of your club. While they may not be ready to join immediately, you can keep in touch with them.
- **The spirit of giving** - help all kids at your club feel equally valued with small gifts such as merchandise, certificates of achievement, novelty trophies and so on. You'll know best what your students would love most! Ask parents if kids have a favourite colour, character, hobby and tailor to them to make this extra special.

Consistent Income

Venue Considerations

Price Adjustments

Checklist

Print
Me!

I HAVE

- Considered making changes to my payment model
- Explored any opportunity to make savings
- Carefully considered price increases where necessary
- Communicated any changes well in advance and in writing
- Looked into external funding

I HAVE RESEARCHED:

- Government grants
- Council Support
- Local initiatives
- Relevant Charities
- Potential Sponsors
- Support from larger organisations

I HAVE

- Considered how sessions can be adapted to save on outgoings
- Assesed my venue costs
- Considered alternative venues where necessary
- Thought about giving back to parents who are struggling with living costs
- Rewarded loyal customers

Was this helpful?

Start your journey towards smoother finances and a regular, reliable income today. From subscription payments to a smooth online booking process, retaining parents at your kids club is made much easier with our genius kids club booking software. And the best part? We can get you set-up in a matter of hours!

[Show Me!](#)

HERE IT FROM
OUR CUSTOMERS!



“ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking books the very next day. It’s simple and doesn’t take long at all!”

- **Josh, 1st Touch Football**