



FREE
Checklist
Inside!

How to Tackle **Rising Costs!**



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 academy.

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

In this guide, we're covering how to:

- Get consistent income
- Venue considerations
- Price adjustments

PLUS, we'll also show you how to help parents who are struggling with rising living costs keep attending your sessions



Consistent Income

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Consistent Income

You'll already know this, but having a steady income for your academy is crucial. But it's not just about what your offering; it often comes down to your processes.

- Simplify payments for parents by encouraging them to pay via monthly payments. By spreading the cost of your sessions over the year, parents will know exactly what is coming out each month. Your sessions actively become something parents begin to budget for. And for you, it means you know what money you have coming in every month, allowing you to plan for the future and gives you peace of mind.
- You'll be more likely to retain customers if they see the cost of your sessions 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 mostloved



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With all of the costs involved in running your academy, you may be feeling the pinch. You're not alone. From heating and lighting indoor venues, to pitch hire 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.
- Search for alternative pitch hires - if the cost of your pitch hire 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.



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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.



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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** - Don't automatically assume you can't reach new customers. Invite parents to bring a friend to your classes to give them a taste of your academy. 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 sessions feel equally valued with small gifts such as merchandise, certificates of achievement, novelty trophies and so on. You'll know best what your players would love most!

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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
- Assessed my pitch hire costs
- Considered alternative pitch hires where necessary
- Thought about giving back to parents who are struggling with living costs
- Rewarded loyal customers

There You Have It!

Start your journey towards smoother finances and a regular, reliable income today. From subscription payments to a smooth booking process, retaining parents at your kids activity club is made much easier with our game changing booking and management software. And the best part? We can

Show Me!

*HERE IT FROM
OUR CUSTOMERS!*



“ClassForKids has saved us...we were really messy behind the scenes. We now have a streamlined system where we can monitor everything. We spend far less time on the phone chasing people and the financial capabilities are great!”

- Andrew, Jungle