



PARTNERING WITH SCHOOLS:

Expanding Your
Kids Club Reach



Hey Club Owners!

Have you ever wondered how to reach a wider audience and deliver your kids club activities to more children and reach more parents?

Then teaming up with schools and nurseries is the next step in growing your club! Building relationships with school decision makers can lead to more bookings for your club.

Let us help you bring your awesome activities to more kids in your community!



Start a Conversation with Schools & Nurseries

Approaching schools with a view to collaborating will be a long-term journey. Whilst meeting up with parents and promoting your amazing activities on social media is great, you'll need to do more to get schools on board.

How can I do this?

Find out who the relevant decision makers at your local schools are, such as who controls budget options. These are the figures you want to be talking to.

Connect with parents already at your club who attend these schools. They could help you start a conversation with staff.

Once you have introduced yourself, it's time to follow-up! Use emails to stay connected after phone calls and face-to-face meetings.

Ask Yourself:

Am I approaching schools at the right time? i.e. is it a particularly busy term for schools?

Are my current communication methods working?

Am I effectively selling the specialist activities my club offers to schools?

Over half (53%) of all big decisions at schools, including purchasing, are made during the summer term (April-July).

So this is a great time to approach them! This is closely followed by the autumn term at 31%

70% of schools use word of mouth as a key way of sourcing services

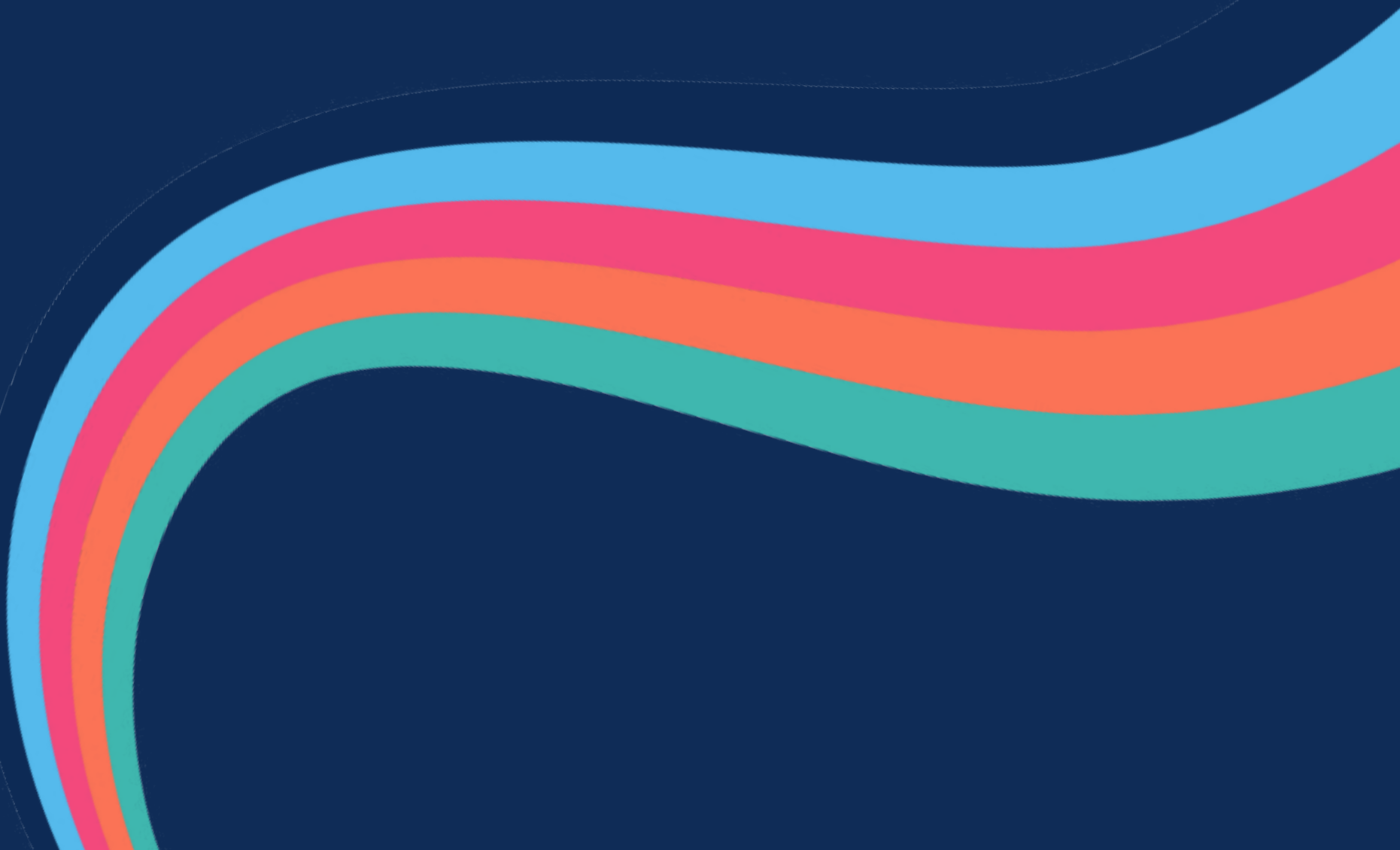
You actually have a lot in common with school decision makers – from managing staff, school activities and curriculum to liaising with students and parents, you both have a lot to juggle!

So how can you get your foot in the door?

Show individuals in charge you understand the pressures schools face. What can your club bring to the school? Prepare for questions around your credentials, funding options, your class capacity and safeguarding.

You should invest more time in face-to-face meetings where possible with representatives from the schools that you want to approach.

Consider arranging online meetings, too. This still provides the opportunity to meet school decision makers and start building relationships with them.



Become an Email Expert

Emails are a great tool for kids clubs like yours. You can follow-up on important face-to-face meetings with school decision makers to confirm their interest. Make sure they remember you long after you have left their office.

They also give you the platform to send follow-up invites to interested parents you meet at local schools. Ensuring your emails are engaging, enticing and relevant are key for your relationships with both schools and parents.

Personal Touches

Use names and details of interactions to connect with staff. Show how you share common goals and pay attention to details.

Subject Line

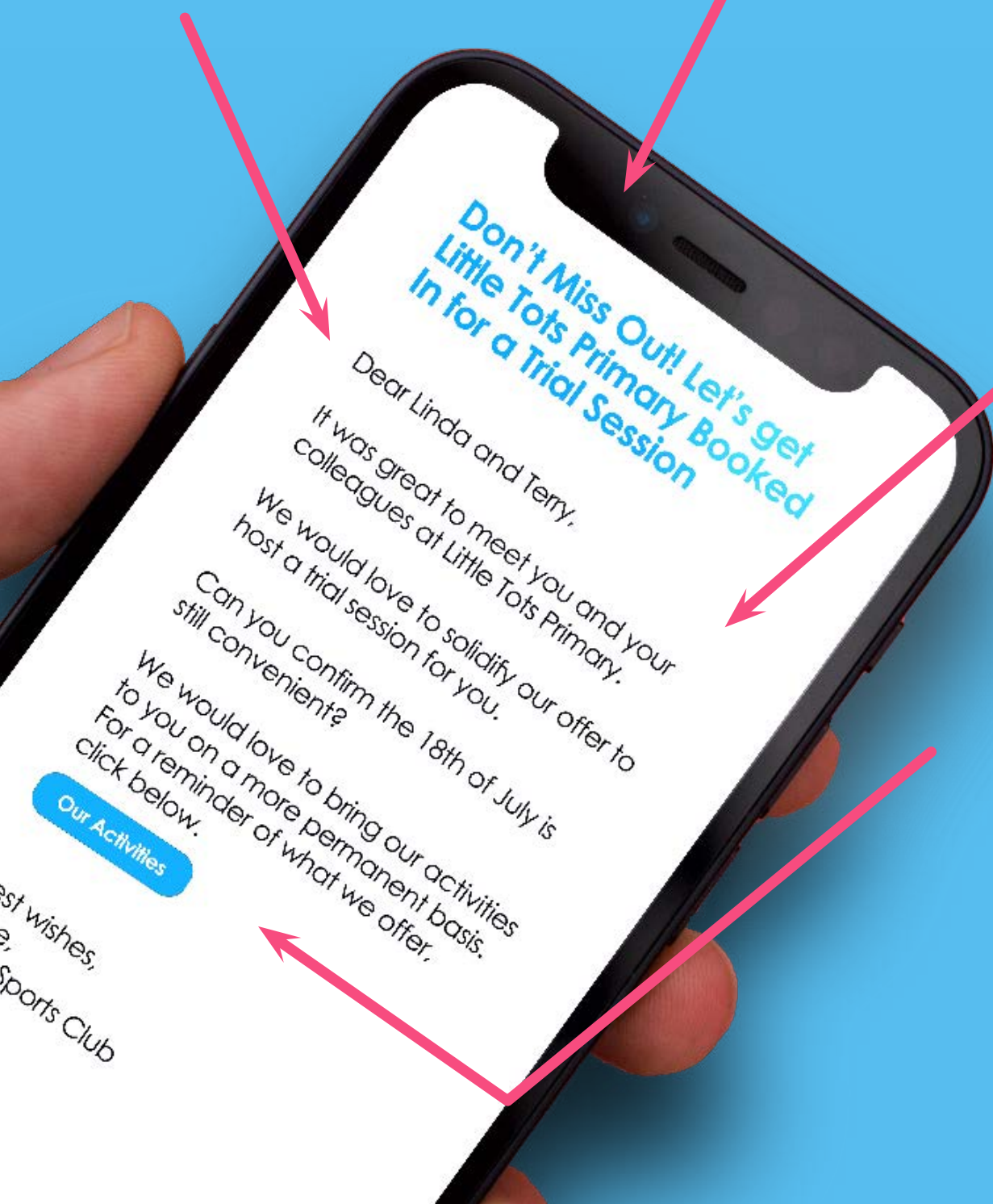
Keep these short but sweet; the more engaging the better! Schools are flooded with 100s of emails, so make yours stand out.

Main Message

Stay on topic and decide on the most important message to keep readers engaged.

CTA

Keep these clear: schools should know where you are going with the email and the action they are being encouraged to take.



Top 3 Tips on building Relationships:

Supply schools and nurseries with detailed proposals. Showcase sessions you already run and highlight how you could deliver them to schools.

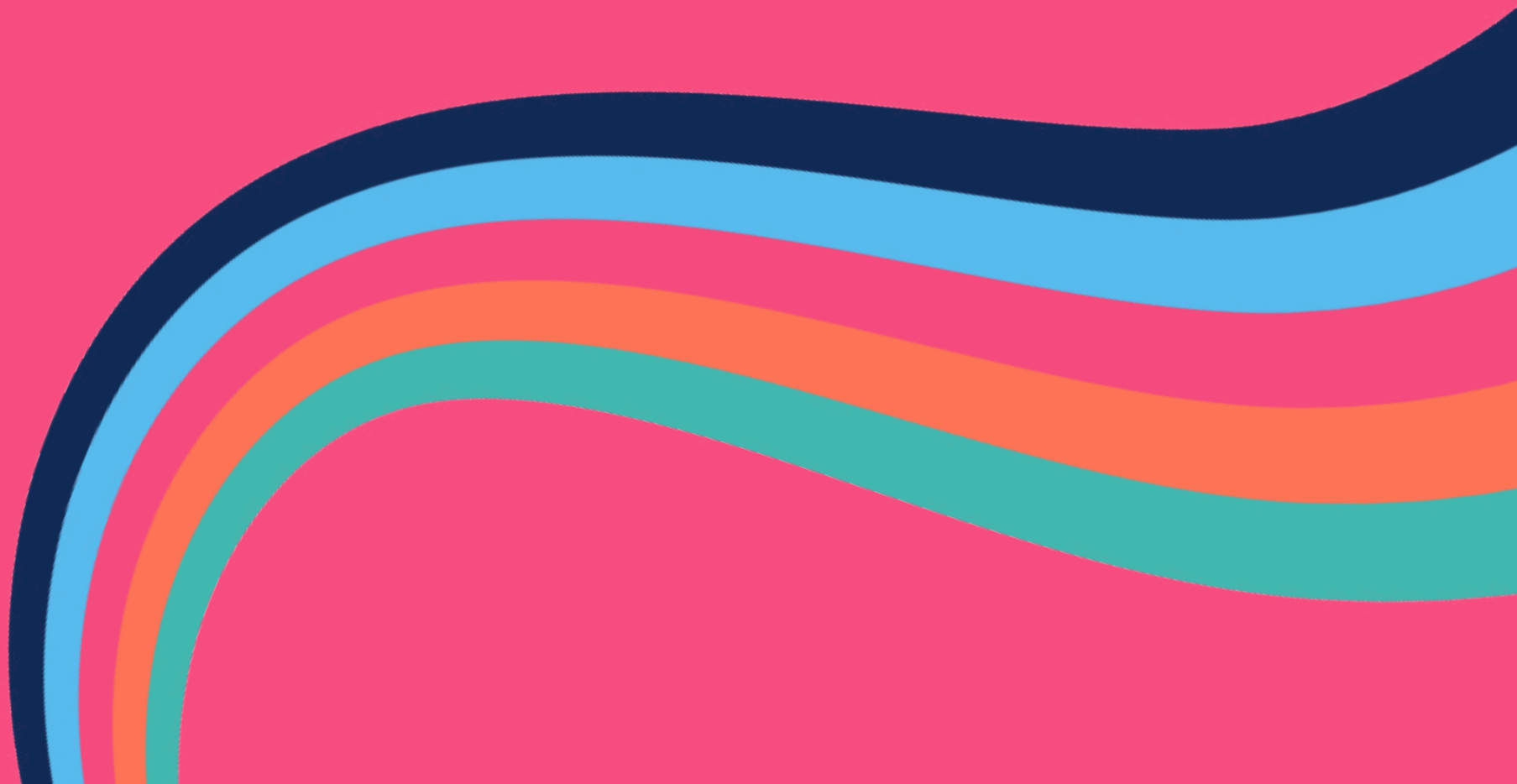
Visuals are powerful. Sharing pictures and videos of kids enjoying your sessions will help to get across your brand and unique personality of your club.

Word of mouth is still a hugely successful marketing tool. Ask customers already at your club to leave reviews.

This helps go beyond reviews on your social media, reaching more parents and kids first hand. Parents will trust the opinions of other parents when searching for a kids club.

Offer to host a trial or taster session. Even if schools can't fund your activities at this stage, you'll have direct access to kids and parents.

Invite those from trial sessions to attend your current or new terms. You're bound to gain new customers by meeting parents face-to-face and showing what you can provide for kids.

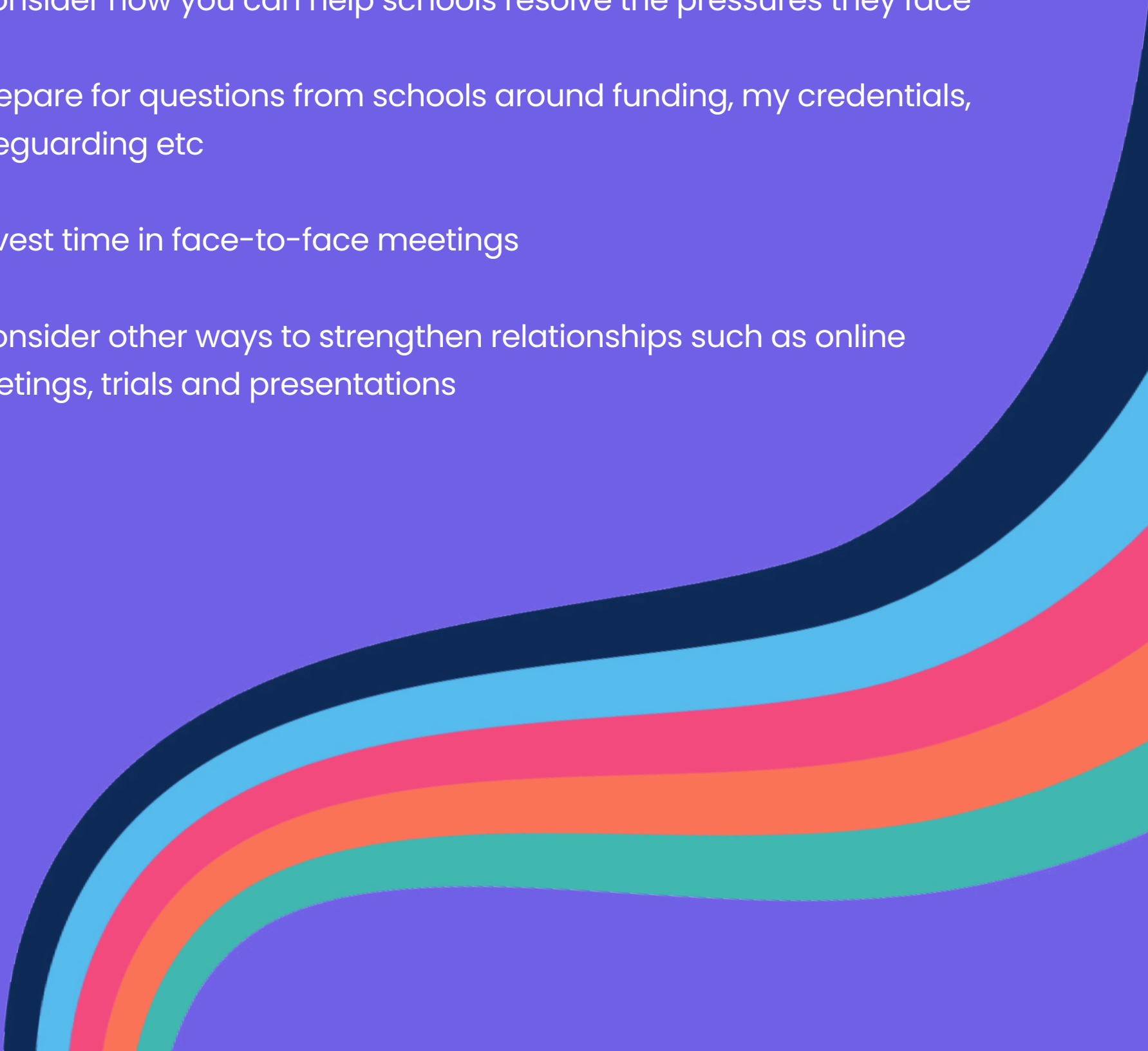


Connecting with Schools Networking Checklist

Approaching Schools

- Identify the key decision makers
- Introduce yourself and your club
- Form a communication plan – including phone, email, Face to face and marketing materials
- Consider when is best to approach schools

Building Relationships

- Consider how you can help schools resolve the pressures they face
 - Prepare for questions from schools around funding, my credentials, safeguarding etc
 - Invest time in face-to-face meetings
 - Consider other ways to strengthen relationships such as online meetings, trials and presentations
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How ClassForKids Can Help You Run Your Sports Club with Confidence?

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

[Get In Touch With Us](#)



"I love this booking system. The team got me set up really quickly and were there to answer all my questions. I find it really straightforward and my parents love the Apple Pay option. I can send emails out in mass and txt invoices..." – **Janine, Big Kids Little Learners**