MALTA
Martial Arts Leadership Training Association

BACK TO SCHOOL MARKETING

You are at the beginning of 3 great enrollment months. So put the time and energy into this as if you were opening a brand new school!

Already have dates for

- Tax Free Shopping Day
- 1st Day Teachers are back in the classroom
- Back to School Night/Registration
- School Supply Drive
- Booths to support Drive or Workshop
- Join PTA
- Workshop
- Back to school buddy bash (make it big)

Have booths scheduled for every weekend as many days as possible during that weekend to push School Supply Drive or Workshops

If they donate supplies they receive a free 30 day pass and then, "Have you ever thought of taking martial arts?"

Start a School Supply Drive contest between the classes, Beginner, Intermediate, etc., and have a pizza party for the winners!

Courting the Teacher

1st day in the classroom

Dress sharp, and bring them breakfast (donuts – 2 per).
Have an attitude of gratitude, for all you do, we want to help, etc.
What day this week can I bring lunch?
Let them know you are having a supply drive for them.
Leave a registration sheet for items they need in their classroom
Have name, item, email.
Tie in the email to your life skill flows.
You are available for school talks, life skills, history of martial arts, etc.
When you bring them lunch, pick up the supply sheet and ask if you may hand out flyers for your workshop at their Back to School Night?
If they say no, try to be there with the PTA.

MALTA
Martial Arts Leadership Training Association

Day Before School Starts

Give the teachers their supplies with some marketing materials from you like pencils, cups, things they can use.

Back to School Night

Have your booth set up sharp but not "loud".
Registration forms for your workshop with telephone and email.
Depending on the culture you can get into a conversation and ask them to take martial arts. If not, you can call to set up a tour of the school before the workshop.
Have packets of things ready to hand out, i.e., pencils, flyer for workshop, etc.

Join PTA – Let them know you want to

Be a guest speaker, on the life skills you teach
Help with their fundraising
Put an ad in their newsletter
Write an article

Back To School Buddy Bash

Make it BIG – pool party/DJ

Remember sometimes we are too scared of being said "No" to or offending someone, to take the action to get the results we want. Some will say yes, some will say no – next.

If you cannot get in the "back to school night", then still try individual teachers, PE, PTA, etc.