



FUNdamentals Parent Engagement Guide:

Attention Owners! We want to equip you with the necessary tools to successfully engage parents in the FUNdamentals program. FUNdamentals provides an exciting atmosphere for both parents and students while teaching technique-focused basic skills, and student activities that focus on character development and **FUN**! Please be sure to use the variety of resources that we have provided to keep your parents in the loop, engaged, and loving having their athletes enrolled in your FUNdamental program!

PARENT INVOLVEMENT IS KEY!

Word of mouth marketing and relationship marketing are the most successful tools to utilize for the success of your program. In order to grow your customer base, your students need to be having so much **FUN** in class that they tell all of their friends at school, and most importantly, their parents! It is just as important to keep your parents engaged and in love with your product so they spread the word to others to try this short low-commitment, introductory program. Without parents being directly involved with the success, happiness, and growth of their student they do not have the tools to share the **FUN** and provide you with your number one source of marketing - referrals!

EDUCATION FOR THE PARENT:

Why FUNdamentals over other introductory youth activities?

All Star offers a unique, well-rounded opportunity not found in other similar entry level youth activities. Cheerleading is a team activity not an individual intro sport.

Benefits of FUNdamentals and All Star:

FUNdamentals and All Star teaches teamwork, cooperation, working towards a common goal, and socialization with others as integral parts of success and learning, while still developing the individual athlete. Many other youth activities focus on the development of the individual without the opportunity for a focus on the sense of team and comradery built within the group.

Individual achievements gained from All Star:

- Self Confidence
- Agility/Athleticism/Fine Motor Skill Development
- Strength training and development of overall physical condition in a **FUN** atmosphere. Exercise has never been so **FUN**!
- Character development through a special series developed exclusively for FUNdamentals

Why is FUNdamentals so GREAT?

- **Never boring!** FUNdamentals is designed in short modules that keep athletes engaged for those budding individuals who want to experience all that All Star has to offer and not spend long periods of time focused on just one aspect of the sport.
- FUNdamentals incorporates stretching and increased flexibility, stunting, jumping, dance, conditioning and a FUN activity in each class structure.
- FUNdamentals teaches character development throughout a session long series of **FUN** activities that encourages the growth of each student's life skills.
- Weekly **FUN** activities are sent home that aid in the development of your student athlete and teach valuable life lessons.
- FUNdamentals provides a taste of All Star which allows for a short term commitment to evaluate if All Star is right for your child!
- FUNdamentals provides a routine learned throughout the session which gives athletes the opportunity to perform in a **FUN** no pressure atmosphere such as a showcase.

FUN WAYS TO ENGAGE PARENTS:

Bring your parent to FUNday - A downloadable, customizable flyer has been created for you! Simply insert your logo, date, and time to invite parents to see what the **FUN** is all about by participating in FUNdamentals class with their athlete!

FUN Parent Team! - A downloadable, customizable flyer has been created for you! Simply insert your logo, date, and time to invite parents to become the students for the day! At the end of each session dedicate one extra week to bring the parents in to learn as much as they can and put on a FUNdamentals performance for their athlete. This is a sure way to create a lot of laughs and a realization that what their child is learning takes time and is an accomplishment. Consider having the athletes teach their parent their part of the routine! Let's see how much the parent can learn in one interactive class with their child. At the end of the class have the parents exhibition their performance for the class. Be sure to capture this **FUN** moment on video and post to your program's social media channels as well as the FUNdamental section of The USASF Connection.

FUNdamental Showcase - The athletes have worked so hard and had so much **FUN** learning their FUNdamentals routine and now it is time to show it off! Putting on a showcase at the end of your session is a great way to introduce the athletes to performing in front of others, build self-confidence, and promote how great your FUNdamentals program is, not just to the athletes' families, but friends as well. A downloadable, customizable showcase invitation template has been created for you. Encourage your athletes and their families to share the invitation with extended family and friends. At the showcase consider giving a brief introduction and explanation of your FUNdamentals program, highlighting how much **FUN** the athletes had while working hard to accomplish their routine. This is their big moment to SHINE! This is a great opportunity to celebrate the athletes' success and the showcase implementation is entirely up to you! Consider having balloons, an end of session celebration cake, or other special **FUN** activities. Remember, this is their big moment and you want to make it special. Be prepared to discuss when your next FUNdamentals session is beginning, encourage the athletes to continue with All Star and invite their friends to join in on the **FUN**!

Weekly Emails - Parents love to stay up to date with the progress of their athlete and feel a part of the process. Suggested weekly **FUN** email blasts include the following:

1. A highlight skill that was introduced in class that week and ways to safely practice that one skill with the athlete at home.
2. **FUN** family challenge of the week – Create a suggested activity for the athlete to work on with family during the week. Suggestions include a specific page of the Activity Book, a particular stretch that family can assist with, teaching a motion to a family member, etc. These also make for great photos for the **FUN** Photo Frenzy Challenge!
3. A call out for each student in the class and what they achieved or particularly contributed to in class that week.

Do you know how far a personalized handwritten note goes? Consider writing a brief note to each athlete periodically during your FUNdamentals session letting them know how proud you are of their accomplishments. A little can go a long way!

Above all, remember that this is **FUN**! Happy children equal happy parents! Happy children will want to return, and happy parents will want to refer your FUNdamental program to their friends. Please feel free to get creative in your parent engagement plan and remember that your success is dependent on the **FUN**!