





# ROAD MAP

Advice and tips to get you from here  to  there

## NATIONAL ALL STAR CHEER & DANCE DAY

National All Star Cheer and Dance Day unites USASF clubs across the country in a celebration of All Star! As a successful growth initiative since 2015, NASCDD can attract new athletes to your club and educate new participants about the positive benefits of All Star Cheer and Dance.

Help continue the tradition and celebrate All Star in your community. Current All Star athletes, new athletes wishing to join All Star and athletes who just want to experience All Star for the day are sure to have fun at one of the hundreds of events taking place nationwide. Help make this year the biggest and best NASCDD yet by hosting an event, sharing your memories, and connecting with thousands of All Stars across the country.

1

### Plan your event!

There is no wrong way to celebrate NASCDD. Consider incorporating an open house, fun games, and raffles or giveaways. Don't forget to plan time to teach the official NASCDD dance - the highlight of the day!

2

### Promote!

Promote your NASCDD celebration using the materials provided. Download and customize the official NASCDD flyer, logo, and the *Celebrate All Star* promo video and promote these great tools on club social media. Create sharing contests among your athletes, post to community boards, announce in local newspapers and share with schools and other community organizations to get the word out!

3

### Learn the official dance!

One of the highlights of NASCDD is teaching the official NASCDD dance at your event to the custom music. Be sure you have downloaded the music and choreography, and ensure your staff knows the choreography ahead of time to help make teaching the FUN dance easy! Be sure to post your videos on social media and use the hashtags #NASCDD and #allinforallstar.

4

### Celebrate!

No matter how you choose to celebrate NASCDD, the key is FUN and promoting the positive benefits of All Star.

5

### Follow up!

Gather contact information from your guests and reach out to them the week following your event. Consider offering a free class coupon, or another way for potential new members to come back to try All Star in your facility.

6

### Interested?

Want to become an All Star Ambassador? All Star Ambassadors are clubs who collaborate to create a NASCDD for their community, regardless of club affiliation. Join forces with other local clubs to promote All Star – the sport we all love! All Star Ambassadors will receive some great promotional items and gifts, compliments of the USASF while supplies last! If you already have a partner club GREAT, if not we can match you up with someone else in your area who wants to be an All Star Ambassador.

Contact **Robin Galik**, [rgalik@usasf.net](mailto:rgalik@usasf.net), for more information.

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### Need help?

Interested in a personal planning consultation to brainstorm and help plan your event? The USASF is committed to being your partner in helping you to develop an event that won't be forgotten! Reach out to **Robin Galik** [rgalik@usasf.net](mailto:rgalik@usasf.net)

