



## NATIONAL ALL STAR CHEER & DANCE DAY POST-EVENT CHECKLIST

- ☐ **Capture Information** - of new attendees the day of your event
  - ☐ Do you have a dedicated staff specific to making sure that each guest is welcomed and ensuring that their contact information is recorded?
- ☐ **Giveaway** – item(s) to new attendees
  - ☐ Are you going to give each new attendee a free class card or something similar to allow them to try your club for a day?
- ☐ **Thank Guests** – and invite them back
  - ☐ When and how are you going to contact guests to thank them for attending NASCDD and invite them back to your club?
- ☐ **Program Options** – for new athletes
  - ☐ Do you have multiple options for new athletes to participate in your club at various commitment levels?
    - ☐ FUNdamentals, Novice, Prep
    - ☐ Another type of short-term commitment
- ☐ **Registration is key** – the athletes love NASCDD and will want to pursue All Star
  - ☐ Consider starting a FUNdamentals class within a few weeks of your event to introduce new athletes to All Star! This is the perfect time to start a 12-week session that concludes with a showcase prior to the holidays.