



BELT AMBASSADOR CAMPAIGN

Everything you need to run a successful campaign.



UPDATED 3/10/25

**BEYOND
THE BELT**

EACH LICENSED LOCATION IS INDEPENDENTLY OWNED AND OPERATED

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CAMPAIGN OVERVIEW

OVERVIEW

The ATA Belt Ambassador Challenge is your school's opportunity to ignite excitement, build community, and fill your floor in 2025! This friendly competition challenges schools and students to grow their community and aim for the prestigious title of Grand Master Ambassador.

Over the course of Q1, students will bring buddies to class, track the number of buddies they bring on vibrant posters, and compete against their peers to help their school rise on the overall leader board. Students and schools will go head-to-head, with bragging rights, school-sponsored rewards, and limited-edition collectible belt wristbands on the line.

Within this booklet, you'll find all the tools you need to dominate the challenge, including customizable Canva templates, detailed event guides, marketing resources to launch and maintain your campaign, and a printable resources to track your success. Get ready to grow your school and go Beyond the Belt to claim your spot as the school with the first ATA Grand Master Ambassador!

GOAL: Enroll 5 more new students per month in Q1 of 2025 than your school did in Q1 of 2024.

SUGGESTED BUDGET: \$300

KEY ELEMENTS

Increase in enrollment: By participating in this easy-to-run campaign, you will see growth in your enrollment numbers. This campaign brings in new leads with a relatively low acquisition cost.

Boost retention: The Belt Ambassador program has the potential to boost retention rates considering students of all ages are more likely to stick with an activity if they have a friend and accountability partner.

Competition breeds excitement: Hosting a quarterly competition-based event within each school will spur a sense of excitement and urgency among students, encouraging them to participate and win prizes.

MAXIMIZING YOUR CAMPAIGN

The Belt Ambassador Program is a great way to get more “buddies” into your school and convert them into trial members. Remember, what you focus on is what you get. When you focus on and act on generating new members, they will begin coming through the door. As an independent school operator, you can choose how (or even whether) to use this program. Licensees who have implemented this program successfully have identified some practices that produce great results in their schools.

■ PROMOTION

After you have launched the program—by ordering your wristbands, printing posters and marketing materials, and prepping your communications — it is time to announce the program and generate excitement. Use three simple steps for each class: **Excite, Highlight, and Challenge!**

Excite

During class announcements, it is helpful to continually excite (and remind) your students to bring in a friend to class. Effective communication is tailored to target both students and parents. If you only talk to the parents—the students will not “get it” or get motivated to take action. Same thing if you only talk to the students—the parents will not “get it.”

When building excitement, it matters what you say and how you say it. Try acting as if this is the coolest thing since our first Master ceremony! Here are some ways you can generate emotional engagement:

- **To Students:** “This is the coolest thing, who would like to become an ATA Belt Ambassador?! Who would like to become an ATA Master ATA Belt Ambassador?! How about an ATA Grand Master Belt Ambassador?! Well, it’s really easy! With the ATA Belt Ambassador challenge, all you must do is bring your friend to class. Each time you do, you will earn one of these wristbands! For each friend you bring in, you will earn the next belt color wristband! Once you have brought in three friends or family members to train and earned three wristbands, you become a Master Belt Ambassador—and you don’t even have to break any boards! Who’s going to earn our first ATA Belt Ambassador wristband?! Who’s going to earn the first ATA Master Belt Ambassador wristband? Who’s going to earn the first ATA GRAND MASTER Belt Ambassador wristband?! I can’t wait to see who becomes the first!”
- **To Parents:** “Parents! We are joining ATA-licensed schools worldwide in this contest! Who will have the most Belt Ambassadors in their school? Please encourage your child to invite friends, cousins, or maybe even... you—Mom and Dad—to come and try out a class! When they do, your child will earn these wristbands! By the way, we have special prizes along the way, such as..._____.”

Highlight

When a student brings a friend to class, make it a BIG DEAL! At the beginning of class, bring both students to the front, introduce the “buddy” and highlight the student for becoming an ATA Belt Ambassador while awarding the wristband to him or her. Make it a BIG DEAL! Remember—what you focus on is what you get!

Challenge

There are two great times to challenge your students: First, during the announcements.

- **To Students:** “Who’s going to earn our first ATA Belt Ambassador wristband?! Who’s going to earn the first ATA Master Belt Ambassador wristband? Who’s going to earn the first ATA GRAND MASTER Belt Ambassador wristband?! I can’t wait to see who becomes the first!”

Second, you can challenge your students as you are awarding the wristbands to students who brought their friends. When you introduce them at the beginning of class, you can wrap up the announcement by challenging the students and the parents.

- **To Parents:** “Tommy is earning his white ATA Belt Ambassador wristband! Let’s cheer for Tommy and his friend James!

NOW!...(in suspenseful voice) Who will be the next ATA Belt Ambassador?! Ahhh, I see Jane has her hand raised, Lisa, Chris, Scott... oh, so many of you are ready to share your knowledge and leadership skills with your friends and family!

See this, parents? Please help by encouraging and helping them bring their friends to class. Or maybe even their siblings, or even you may join us! I am excited to see who will become our FIRST ATA GRAND MASTER BELT AMBASSADOR!”

■ CONVERSION

Now that you are getting “buddies” to come in the door—what do you do with them? **CONVERT THEM INTO TRIAL MEMBERSHIPS!** If you don’t have this plan in place, then you are just giving away a free class and prizes, with no benefit other than building awareness of your program. Licensees who see faster results to grow their businesses have a conversion plan in place.

These 3 steps are effective at converting buddies to Trial Memberships:

1. **Parent Presence:** The parent of the buddy should be present for the buddy class. Because you will need parents to sign a waiver before their children attend class, you have a convenient justification for requiring their presence. If a friend shows up unannounced and without a parent, you will want to contact the parent for permission to take the class. You can send the parent a link to sign the waiver electronically, and that link will also capture the parent’s contact information (phone and email), so you can reach out to discuss the trial offer after class.
2. **Offer:** Many schools will have a discounted trial offer for the friend. For example, if their usual trial offer is 5 Classes for \$55 then they might discount it to only \$20—or FREE. The main objective is for the friend to experience your program in the white belt classes so they have a true experience of what the program will be like.

- 3. Intro Lesson:** Whether or not they sign up on the spot, you will see better results when you book an appointment for a “Free private lesson,” which will be an intro lesson. During this private lesson, the parent will also see the value of the program as you are showing the student how to stand, listen, and sound like a leader through discipline.

For a sample intro lesson script and video, log into Tortal Portal’s *Program Director Training* on the ATAMartialArts.com licensee access page.

Once the student is in your trial program, you can proceed with your usual conversion process and follow-up meetings to get the student signed up for a membership.

TIPS FOR SUCCESS

- **Social Proof:** Share a picture and welcome the new students on your social media channels. Highlight your ambassadors as well! Use #BeyondTheBelt and #ATABeltAmbassador in each post. Tag ATA Headquarters in your posts so they can also celebrate your success.
- **Prizes:** Many schools are finding good results with milestone prizes. When a student brings in a third friend and earns the Yellow Belt wristband, they become an “Master ATA Belt Ambassador.” This is a great time to give them an additional prize—T-shirt, ice cream, etc. Continue escalating the prizes as you students hit the Senior Master, Chief Master, and Grand Master ATA Belt Ambassador milestones. Ideas for prizes include free testing, parent’s night out, pizza, birthday party, gift cards, etc.
- **Stay connected** on the ATA Licensee Facebook Group: Be sure to stay connected with your fellow independently owned and operated schools and instructors. As an ATA licensed school—you can use the ATA Belt Ambassador concept in any way you find beneficial for your business and growth. By staying connected in the ATA Licensee Group on Facebook, you will get more ideas from others around the country, or perhaps you will inspire others to take action!

MARKETING STRATEGY

TIMELINE

December — Awareness & Conversions

- Download and review the following campaign resources:
 - Social media & email marketing content outline
 - Contest resources
 - Belt wristbands
 - Branding Poster
 - Tracking poster
 - Landing Page
 - Customizable Canva resources

January — Family Fitness Olympics

The first month your school will host is the Family Fitness Olympics. In this event, families challenge a non-ATA family to come and participate in a series of fitness challenges. Find more details and instructions for running a successful event in [this Canva document](#).

February — Heart Health Month

The second month of the campaign centers around heart health. Find more details and instructions in [this Canva document](#).

March — March Madness

The third phase of this campaign includes an event centered around March Madness and a bracket style tournament within the schools. In addition to the tracking posters, there will be a bracket-style challenge between students to see who can bring in the most buddies in March. Find more details and instructions for running a successful event in [this Canva document](#).

CONTENT STRATEGY

SOCIAL MEDIA

Each month, schools will post a mix of static graphics, short-form videos, and reels across Facebook, Instagram, TikTok, and YouTube to showcase the campaign's progress and highlights. Content includes student achievements, leader board updates, event promotions, and reminders to encourage participation. Pre-designed Canva templates make it easy to maintain a consistent brand while boosting engagement.

SOCIAL MEDIA CONT.

Facebook/ Instagram

- Direct marketing that includes 9 posts per month (5 static graphics and 4 reels) to your organic owned media account.

YouTube/ TikTok

- Direct marketing that includes 4 shorts to your organic owned media channel.

EMAIL MARKETING

Five key email touch points will guide recipients from the campaign announcement to its conclusion, including a launch email to build excitement, a welcome email for new enrollees, and monthly updates highlighting event details and leader board progress.

- **Campaign announcement to be sent ASAP!**
- Welcome email sent upon enrollment
- Announcement of first campaign extension **1/25**
- Announce second campaign extension **2/24**
- Thank you menial to all new and existing students **4/1**

PRINT MARKETING

- Event poster
- Tracker poster
- Flyers

■ SOCIAL POST/EMAIL CONTENT

The documents linked below provide a detailed Belt Ambassador Challenge content calendar, **outlining social media posts, email campaigns, and event promotions across Q1**. The strategy focuses on driving enrollment and engagement through creative competitions, collectible incentives, and themed monthly events. Resources include captions, media ideas, and links to scripts for suggested video content.

[JANUARY](#)

[FEBRUARY](#)

[MARCH](#)

Within the content calendars, you will find two posts to boost each month. These are highlighted in yellow. We suggest you boost these and put \$50 behind each post.

Additionally, we're providing an outline for a welcome email to send out to those who enrolled in classes as a result of this new member campaign.

WELCOME EMAIL:

Connect and welcome in any new students who end up enrolling as a result of the Belt Ambassador Challenge. This should include the standard welcome information you utilize for new student on-boarding. **This needs to be sent out to a new student upon enrollment.**

SUBJECT — Welcome to the family!

CONTENT OUTLINE — Include your standard welcome email format with information about your school. This can be a photo of the Licensee with a group of instructors and students, a photo of the front facade of the building, etc. Something that introduces the school and is visually appealing.


PREVIEW TEXT — Here's everything you need to go Beyond the Belt

TITLE/HEADER TEXT — We're so excited you're here!

BODY TEXT — For this email, please just include your typical welcome email information. If that's not already part of your new student on-boarding, consider adding a warm welcome message and include any relevant information or links to resources they need for a successful start at your school. Integrate the ATA Beyond the Belt slogan when appropriate.

9 WAYS TO GO BEYOND THE BELT

- **USE THE HASHTAG:** Utilize the provided hashtag associated with the campaign in all posts #ATABeltAmbassador.
- **OFFER INCENTIVES:** Incentivize milestones for your class. This could be fun class activities they enjoy or larger-scale celebrations. Think discounts, pizza parties, board-breaking competitions.
- **JUMP ON TRENDS:** Create additional reels/shorts utilizing current trending sounds when appropriate.
- **SHARE PHOTOS:** Post photos of students and buddies having fun attending classes together on your social stories.
- **CREATE PERSONALIZED INVITES:** Create personalized invitations for students to pass out to their buddies.
- **HAVE STUDENTS SHARE POSTS:** Encourage students to share information posted on your school's page on their owned media pages.

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- **HAVE STUDENTS POST:** Encourage students to post their own content to their owned media pages to promote the challenge. They can show off their earned wristbands, favorite forms, or explanation about the weapons.
 - **POST OFTEN:** Create regular posts to owned media pages welcoming buddies who attend class. Whenever you have buddies, take a photo of the students and buddies together. Post this, mention the challenge, and welcome everyone who decided to attend class for the first time. Don't forget to use those hashtags!
 - **UTILIZE FORMS:** Encourage your students to fill out a form letting you know each time they plan to bring a buddy. This will help you prepare for the increased class size. This can be done using Google Forms.

MARKETING RESOURCES

CANVA TEMPLATES

To make your marketing efforts even easier, we've provided editable Canva graphics that you can customize to fit your school's branding and messaging. These graphics are designed to save you time while ensuring consistent promotion across all platforms.

Click the links to access your editable Canva templates and start customizing your promotional materials today!



HERE'S WHAT'S INCLUDED

- [Campaign poster](#)
- [Buddy Pass](#)
- [Campaign flyer template](#)
- [MyStudio graphic](#)
- [ATA Belt Ambassador tracking poster](#)
- [Belt cut-outs for tracker poster](#)
- [Star cut-outs for tracker poster](#)
- [Kicker cut-outs for tracker poster](#)
- [FB/IG graphic](#)
- [FB/IG template](#)
- [Social media story graphic](#)
- [Social media story template](#)
- Sign up sheet
 - [Bella](#)
 - [Brayden](#)
- MAK Postcards
 - [Join us for a free class](#)
 - [Can't wait to see you](#)
- Welcome
 - [Portrait](#)
 - [Landscape](#)
- Great job in class
 - [Aaron](#)
 - [Chloe](#)
- Super job in class
 - [Brayden & Mario](#)
 - [Chloe & Renee](#)
- Belt Photo Frames
 - [Belt Ambassador](#)
 - [Master Belt Ambassador](#)
 - [Senior Master Belt Ambassador](#)
 - [Chief Master Belt Ambassador](#)
 - [Grand Master Belt Ambassador](#)
- Family Fitness Olympics
 - [Event Poster](#)
 - [Sign Up Sheet](#)
 - [FB/IG Poster Graphic](#)
 - [FB/IG Countdown Graphic](#)
 - [Story Promo](#)
 - [My Studio](#)
- Heart Health & Parents Night Out
 - [Heart Health Month Event Poster](#)
 - [Parents' Night Out Event Poster](#)
 - [Sign Up Sheet](#)
 - [Heart Health Month FB/IG Graphic](#)
 - [Parents' Night Out FB/IG Graphic](#)
 - [Heart Health Month FB/IG Countdown Graphic](#)
 - [Parents' Night Out FB/IG Countdown Graphic](#)
 - [Heart Health Month My Studio](#)
 - [Parents' Night Out My Studio](#)
 - [Valentine's Cards Set #1](#)
 - [Valentine's Cards Set #2](#)
- March Maddness
 - [Event Poster](#)
 - [Sign Up Sheet](#)
 - [FB/IG Poster Graphic](#)
 - [FB/IG Countdown Graphic](#)
 - [My Studio](#)

PRE-CHALLENGE PLANNING

■ REVIEW MARKETING MATERIALS

Before launching the Belt Ambassador Challenge, take time to thoroughly review all marketing materials. Begin by downloading resources like the content calendar, fliers, posters, tracking posters, and other resources.

Plan where to place signage throughout your location to maximize visibility for students and parents, and start preparing for the first monthly event.

■ PROMOTE YOUR EVENT

Print and hang signage prominently in your school or club.

Distribute fliers for students to take home and encourage their parents to get involved.

Set up a tracking poster with belt markers to create a visual representation of progress.

Use Canva to customize graphics and schedule as many social media posts as possible, ensuring reminders are set for any unscheduled posts.

Schedule eblasts to keep your audience engaged and promote the upcoming Family Fitness Olympics event.

■ COMMUNICATION

During class, introduce the challenge, explaining the rules and how students can collect belt wristbands by bringing in buddies.

Engage with parents as they pick up their children, reinforcing the excitement of the challenge and its benefits.

Set expectations with students about proper behavior and participation when bringing a buddy to class.

Show off the belt wristbands to spark enthusiasm and encourage students to inform you when they plan to bring a buddy so you can manage class sizes effectively. Highlight the tracking wall and the Family Fitness Olympics to both students and parents.

■ SET GOALS

Set measurable goals for the challenge, aiming to increase enrollment numbers by at least five students per month compared to the previous year.

Encourage students to set their own personal goals, challenging them to find creative ways to bring buddies who are likely to enroll. Motivate them to think outside the box to maximize their impact.

■ PREPARE YOUR STAFF

Prepare your staff by communicating that they should expect an increase in guest attendance during the challenge.

■ ORDER MERCHANDISE

Ensure you're stocked with enough merchandise by ordering additional belt wristbands. Learn how to place your order [here](#).

■ PREPARE FOR NEW STUDENTS

Create prospective new student bundles to welcome new attendees. These bundles could include a white belt bracelet, a T-shirt, and a sticker, with the option to add other school swag to make a lasting impression.

DURING THE CHALLENGE

■ PREPARE YOUR FACILITY

To prepare your facility for the Belt Ambassador Challenge, ensure it is always clean, organized, and presentable, as prospective new students could attend any class during this time.

Keep extra uniforms and equipment on hand to accommodate new students and ensure they feel supported.

■ ATTEND TO PROSPECTIVE NEW STUDENTS

When prospective new students arrive, set them up for success by clearly directing them where to go and providing any necessary equipment.

Make them feel welcomed and special from the moment they enter.

After they complete their first class, send them home with a small gift bundle to leave a lasting impression.

■ EVENT PROMOTION

Continue to promote your events throughout the campaign. Regularly monitor social media activity and boost two designated posts each month to maximize visibility.

Collect additional photos and videos to keep your content calendar fresh and engaging.

Actively promote upcoming events like the Heart Health Parents' Night Out and the March Madness competition to maintain momentum and attendance during the challenge.

■ COMMUNICATION

Discuss the campaign during classes to keep students motivated and participating. Consider incentivizing their efforts with fun rewards like pizza parties.

Reach out to newly enrolled students and their families with a warm welcome email, following your usual procedure for on-boarding new students.

Use eblasts to promote events and remind families about the benefits of participating in the campaign.

■ ASSESS GOALS

Assess your goals midway through each month by reviewing your key performance indicators such as awareness, social media engagement, email opens, enrollment numbers, class attendance, event participation, and retention.

Learn how to share these metrics with ATA to contribute to the larger campaign evaluation [here](#).

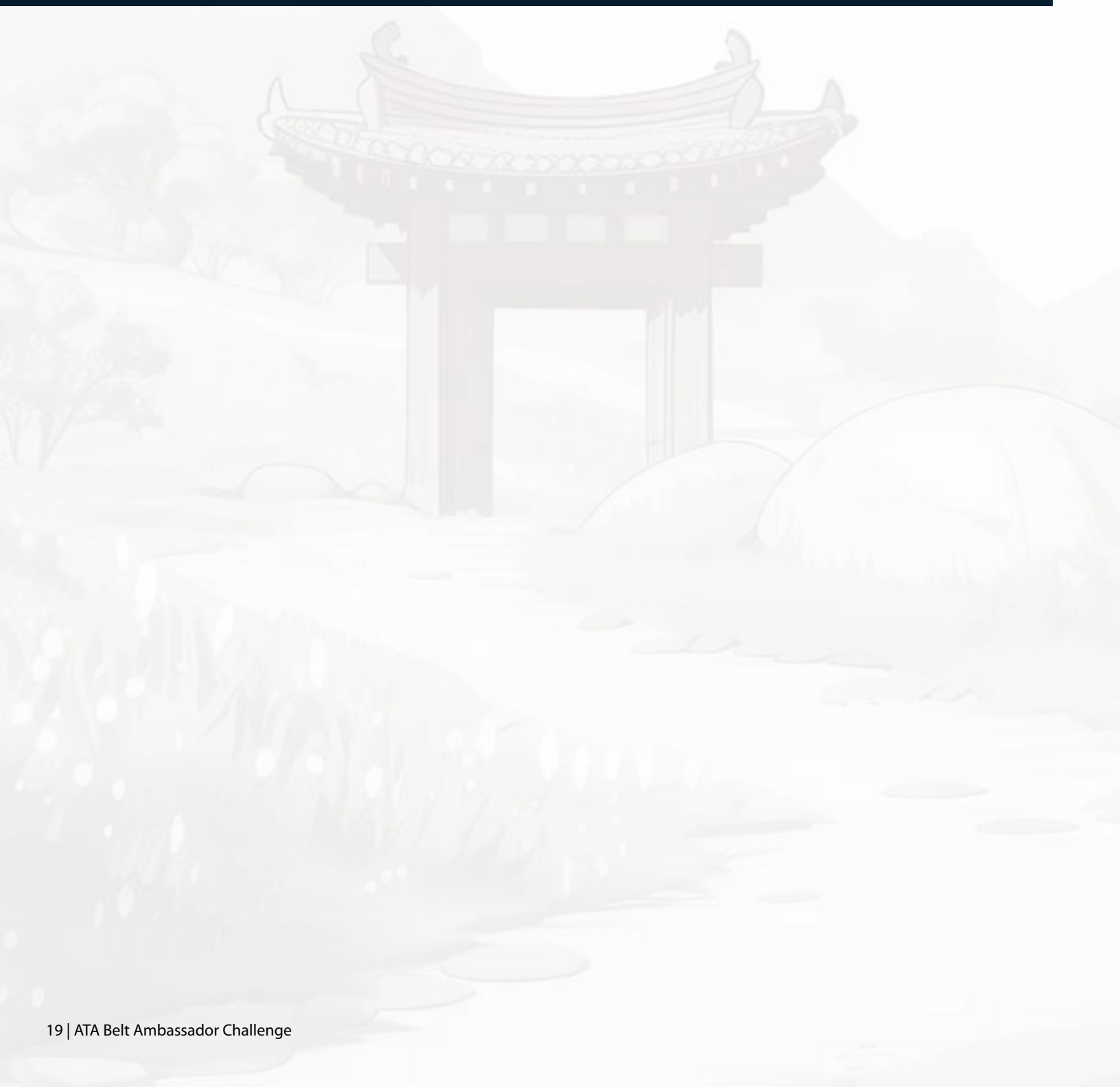
■ CREATE URGENCY

To create urgency, follow a structured approach to extending the challenge. At the end of January, build excitement by announcing a one-month extension of the challenge, giving students more time to collect the limited-edition belt wristbands.

Repeat this strategy at the end of February while generating hype for the March Madness-style bracket.

Emphasize that March is their last opportunity to earn the wristbands and secure their place as Champions Beyond the Belt.

POST- CHALLENGE



■ CELEBRATE

Once your new member campaign has been successful, take the time to celebrate with your school and all the new students you've gained. This could be a fun event like a pizza party or any other creative way to celebrate the success of the campaign.

Use this as an opportunity to welcome your new students, show appreciation for their participation, and build a sense of community among everyone.

■ COMMUNICATE

Keep the communication flowing by sending out any welcome materials to new students who haven't yet received them.

Send an eblast to the entire school, expressing your gratitude for their involvement in the campaign and acknowledging the collective effort that led to the success of the challenge.

**BEYOND
THE BELT**

QUICK

REFERENCE

GUIDES



ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

BEFORE THE CHALLENGE BEGINS

- Download all marketing materials.
- Review all documents to familiarize yourself with the strategy and timeline.
- Customize and schedule social media posts in Canva for the campaign.
- Set reminders for any unscheduled posts.
- Schedule eblasts to communicate with parents and students.
- Set up tracking poster with belt markers for progress visualization.
- Place signage throughout your facility in high-traffic areas.
- Distribute fliers to students to take home.
- Promote Family Fitness Olympics event via social media and email.
- Order additional belt wristbands (if needed) to support the challenge.
- Communicate with staff about the expected increase in guest attendance and event participation.
- Discuss the goal of increasing enrollment by five students per month compared to last year with your team.
- Discuss challenge rules and how to collect belt wristbands with students during classes.
- Introduce the tracking wall and explain its purpose to students.
- Show off the belt wristbands to build excitement.
- Set behavior expectations for students when bringing a buddy.
- Encourage students to set personal goals for the challenge, especially to find creative ways to bring in buddies with high enrollment potential.
- Create a Google form to track when students plan to bring a buddy.
- Ask students to inform you via Google form if they plan to bring a buddy for class size adjustments.
- Engage parents by mentioning the challenge during pick-up and drop-off.
- Prepare new student welcome bundles (optional but suggested).
- Promote Family Fitness Olympics event via all available platforms.

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

DURING THE CHALLENGE

- Ensure facility is clean and presentable at all times to make a great first impression on potential new students.
- Have extra uniforms and equipment on hand for new attendees.
- Make sure prospective new students have clear directions on what they need and where to go for their first class.
- Send new students home with a small gift bundle after their first class (optional but suggested).
- Schedule out any unscheduled email marketing or social media posts.
- Set reminders for anything still unscheduled.
- Boost two designated posts per month to increase visibility.
- Monitor social media activity and engage with posts related to the campaign.
- Collect additional resources for future content (e.g., videos, photos).
- Promote Heart Health Parents' Night Out and March Madness events via all available platforms.
- Encourage participation during class with fun incentives (e.g., pizza parties).
- Reach out to new enrollees via email to welcome them.
- Check KPIs midway through the month (social media results, enrollment, class attendance).
- Share key metrics with ATA for campaign performance improvements.
- Announce the extension of the challenge at the end of January.
- Announce the extension of the challenge February.
- Build hype around the March Madness bracket by emphasizing it's the **last chance** to collect belt wristbands.
- Send event reminders via eblasts to maintain engagement and excitement.

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

POST CHALLENGE

Day After

- Send welcome materials to new students who haven't received them yet.
- Send an eblast to thank everyone for their participation and celebrate the campaign's success.
- Make a post on social media to thank everyone for their participation.

Three to Five Days After

- Share campaign results and feedback with ATA HQ via this WuFoo form.
- Host a celebration event (e.g., pizza party) to reward students for participating and welcome new members.
- Share your campaign results on social media (optional).

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

FAMILY FITNESS OLYMPICS

- Pick a Date for the event. Weekends are ideal, with a morning or early afternoon time slot.
- Put up posters in your school to advertise the event.
- Announce the event in class and hand out guest passes to encourage participation.
- Remind students about the buddy reward system and how it ties into the event.
- Add announcements to emails and TV screens at the school to ensure families are informed.
- Announce in your Facebook group and in class whenever a family signs up with a guest.
- Collect contact information for “buddy” families to confirm their attendance and follow up after the event.
- Create more marketing resources using the ChatGPT prompts, including social media captions, event descriptions, and email campaigns (if needed).
- Utilize students and their parents to market the event. Encourage them to invite another family to compete.
- Promote the event on social media using customized content, focusing on the competitive aspect of the event.
- Send email announcements to all students and their families, reminding them of the event and how to participate.
- Choose 5-9 fitness events for the Olympics. Some can be for the whole family, and others can be for individual family members.
- Plan fun and accessible challenges that families can participate in together.
Examples: Punching Power Challenge, Lung Kicking Combo Challenge, Family Plank Challenge, Kick Height Challenge, Push-Up Challenge.
- Encourage families to get creative by picking a country to dress up as, creating their own flags, and making posters to cheer on participants.
- Set up event stations and ensure all necessary equipment (e.g., pads, mats, stopwatch) is available.
- Decide how you will score each event: Will points be awarded individually or by family? Consider awarding points based on performance in each event.

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

FAMILY FITNESS OLYMPICS CONT.

- Prepare a trophy or prize for the winning family. Consider offering a school gift card or smoothie gift cards from a local business
- Set up stations for each fitness event, ensuring enough space for all families to participate.
- Monitor each event, recording scores for each family in every challenge.
- Declare a winner for each event and tally up the points at the end of the Olympics.
- Consider having an overall winner with 1st, 2nd, and 3rd place trophies or prizes.
- Announce the winners and celebrate their success! Award trophies, medals, or prizes for each event.
- Present an irresistible offer to both current students' family members and guest families who attended:
 - Consider offering gear or add-ons (e.g., uniform, online training platform access, birthday party) instead of discounting the program.
 - Example: "Enroll today and get our basic gear package, birthday party, and 3 private lessons for FREE!"*
 - Create scarcity by limiting the offer to a specific number (e.g., "Limited to the first 4 families to enroll today").
- Promote the offer at the end of the event, ensuring all participants are aware of the special enrollment deal.
- Call and thank everyone who attended the Family Fitness Olympics, regardless of whether they enrolled.
- Follow up with families who didn't enroll to remind them of the special offer and any spots still available.
- Send a personal thank-you video or text to families who enrolled, letting them know you're excited to have them join your school.
- Add all leads to your CRM for continued follow-up in the coming months.
- Water bottles for all participants.
- Healthy snacks to keep everyone energized.
- Trophies or medals for event winners.
- High-energy music to play during the event to keep spirits high.
- Learn how to share your metrics with ATA [here](#).

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

PARENTS' NIGHT OUT

- Pick a Date for the event. Choose a weekend evening, ideally a 3-4 hour time slot, usually on a Saturday evening.
- Put up posters in your school to advertise the event.
- Announce the event in class and hand out guest passes to encourage participation.
- Remind students about the buddy reward system and how it ties into the event.
- Add announcements to emails and TV screens at the school to ensure families are informed.
- Announce in your Facebook group and in class whenever a family signs up with a guest.
- Collect contact information for "buddy" families to confirm their attendance and follow up after the event.
- Create more marketing resources using the ChatGPT prompts, including social media captions, event descriptions, and email campaigns (if needed).
- Promote the event on social media using customized content, focusing on the competitive aspect of the event.
- Send email announcements to all students and their families, reminding them of the event and how to participate.
- Present a trial offer to the families who attended (e.g., free classes or discounted membership for buddy families).
- Create urgency and limit the offer to a certain number of families (e.g., first 4 to enroll).
- Include high-value items like gear packages or online access for new enrollees.
- Follow Up with Buddy Families. If a buddy's parent drops them off or picks them up, have a trial offer ready.
- Send a Thank You Photo. Take a photo of the child enjoying the event and text it to the parent with a message about how much fun they had.
- Call the parent the next day, thank them for attending, and offer a 5-class package deal for the buddy.
- Add all buddy information to your CRM and continue following up with them throughout the year.
- Learn how to share your metrics with ATA [here](#).

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

PARENTS' NIGHT OUT CONT.

- Water Bottles for all participants.
- Snacks for the students.
- Printed Activity Sheets to keep kids occupied during breaks.

HEART HEALTH EVENT ITINERARY

- 5:45 PM – Doors Open: Collect contact information for all attending families.
 - Activity for Waiting Students: Set up an activity sheet or similar task for students to complete while waiting.
- 6:05 PM – Rules & Behavior: Give a short introduction, teaching the bow and attention stance to reinforce martial arts discipline.
- 6:15-6:40 PM – Warm Up: Set up 5-9 stations with different exercises. Print a paper at each station listing the activity and how many calories it burns. Activities can include high knees, butt kicks, mountain climbers, jumping jacks, and more.
- 6:45-7:00 PM – Heart Health Activity: Choose a fun activity that also educates students on heart health.
- 7:00-7:20 PM – Martial Arts Class: Conduct a dynamic martial arts class that includes 10 heart health tips.
 - Heart Health Tips to Include: Strengthens heart muscle, improves circulation, lowers blood pressure, and more.
- 7:20-7:30 PM – Break & Food: Serve healthy snacks (or pizza in moderation) and discuss healthy eating habits. Have activity sheets ready for students to complete if they finish eating early.
- 8:00 PM – PSA Creation Time: Split students into groups and have them create a 1-3 minute public service announcement about heart health.
- 8:45 PM – Heart Health Quiz Race: Divide students into teams and have them answer heart health quiz questions for a prize.

ATA BELT AMBASSADOR QUICK REFERENCE GUIDE

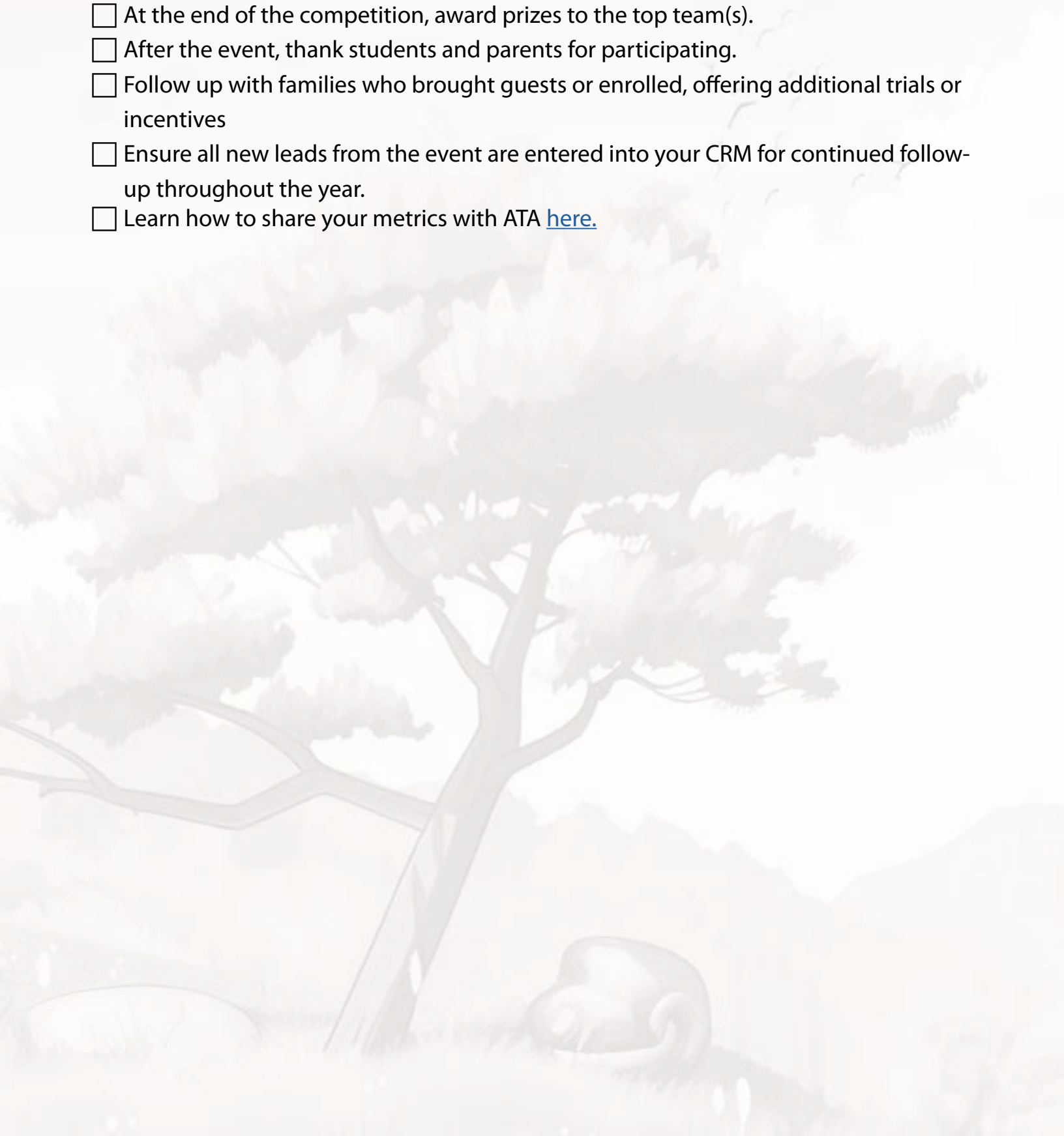
MARCH MADNESS

- Split your school into 4-6 teams (e.g., by belt rank or age group).
- Decide if you want to do just the referral contest or add the bracket competition as well for extra fun.
- Print March Madness brackets if adding the bracket competition.
- Schedule emails and social media posts to engage students and parents.
 - Use ATA's marketing calendar to stay on track.
- Announce in class: Explain the competition structure and scoring system to your students.
- Use your TV screens to promote the event and keep excitement high.
- Create a visible scoreboard to track group points and update it daily.
- Set up a system for students to confirm points (e.g., emailing a screenshot of the review or video testimonial).
- Keep track of team points and update the scoreboard each day to maintain excitement.
- Plan a prize for the team with the most points at the end of the month (e.g., school gear, gift cards).
- Hand out March Madness brackets for students and parents to fill out. Consider letting parents fill out their own brackets for added engagement. **(OPTIONAL)**
- Display completed brackets where students can see them and compare their picks, fueling competition. **(OPTIONAL)**
- Add bracket points to the team's overall score. **(OPTIONAL)**
- Update results regularly and encourage students to track their picks and scores. **(OPTIONAL)**
- Encourage students to bring friends, submit testimonials, and leave reviews to rack up points for their team.
- Remind them of the importance of the competition in class and on social media.
- Update the scoreboard regularly and announce progress in class to keep students motivated.

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MARCH MADNESS CONT.

- At the end of the competition, award prizes to the top team(s).
- After the event, thank students and parents for participating.
- Follow up with families who brought guests or enrolled, offering additional trials or incentives
- Ensure all new leads from the event are entered into your CRM for continued follow-up throughout the year.
- Learn how to share your metrics with ATA [here](#).





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THE BELT***

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