

Promotion Plan

Target: Enroll at least four students before the first week of club. Based on what your school allows, select various promotion ideas to reach a total score of 20 points or more.

Action Item	Value	Points
Distribute printed paper flyers to every student in the school.	10 points	
Host a high-energy kickoff party. Invite former students and encourage them to invite friends. Create a parent permission postcard for just that event and handout club flyers at the event.	7 points	
Throw a party at another after school program. Tell kids Crossroads is starting soon, and send flyers home with every kid (example: Boys and Girls Club, YMCA, etc.)	5 points	
Request to host a booth at school registration, curriculum night or other event at the school.	5 points	
Offer to provide child care for parent/teacher nights and share about the club to each parent that participates.	5 points	
Hand out flyers to parents during pick up (if school allows).	3 points	
Create an ad on Facebook and target parents in your community.	2 points	
Invite kids at a summer program or community event.	3 points	
Join a parent or neighborhood Facebook group and post about the club.	3 points	
Present info about club to the PTO and ask for help promoting.	3 points	
Distribute flyer electronically through "virtual backpack."	1 point	
Put out info on church Facebook page and tag the district and school.	1 point	
Add club info to your church website and Sunday service announcements.	1 point	
Add 6 additional points if you tried four strategies or more.	6 points	
	Total:	