



RE-ENROLLMENT CAMPAIGN



Introduction:

A successful studio owner knows the importance of retaining students and with a new season approaching, it's crucial you have a plan when it comes to keeping those smiling faces of your students inside your studio. Did you know most studio owner's see a retention rate of 90%-95% month over month and 80%-85% season over season? This roadmap is a 6-week process to have you re-enrolling current students before the season finishes to ensure you are going into the next season stronger than before.

Goals:

By the end of this masterclass, you will:

1. Have a full re-enrollment system that upgrades your abilities to retain students and improve your retention numbers year after year.
2. Know incentives and other offers that can encourage your retention rate.

Top benefits:

1. Higher retention rates: A smooth re-enrollment process encourages students to continue, reducing dropout rates and maintaining a steady student base.
2. Administrative efficiency: Streamlined re-enrollment saves time, reduces errors, and allows staff to focus on more strategic tasks, improving overall studio operations.
3. Better student experience: A seamless system shows professionalism and care, enhancing student loyalty and ensuring clear communication for upcoming sessions.

Things to consider before implementation:

Before implementing a re-enrollment process for your dance studio, make sure that your registration process and communication protocols are established and operating well. The following are all crucial in the re-enrollment process:

1. User experience: Ensure the process is simple and user-friendly for both students and parents. Test the system to identify any potential issues that could cause frustration or confusion.
 - a. Avoid sending them to too many places
(schedule/registration/autopay/waivers/dress code should all be in one place).
2. Automation and integration: Choose a system that can automate reminders and integrate with your existing software (e.g., payment systems, scheduling tools) to streamline the process and reduce manual work.

- a. Studio Sync can help you automate this Re-Enrollment Campaign, including sending out batch progress reports to your students.
3. Customization and flexibility: Make sure the system allows for customization to accommodate different class schedules, discounts, or special offers for returning students.
4. Feedback mechanism: Set up a way to collect feedback from users after the initial rollout to make necessary adjustments and improvements.

Re-enrollment incentives:

Prepare your incentive/s beforehand. When preparing your incentives, think about the following:

- Know your audience: Choose incentives that resonate with them.
- Value matters: Make sure the offer feels worthwhile.
- Clear terms: Define deadlines and eligibility clearly.
- Promote widely: Use multiple channels and consistent messaging.
- Track results: Monitor and analyze the effectiveness of the incentive.
- Create urgency: Use deadlines and countdowns to prompt action.
- Easy redemption: Make claiming the incentive simple and straightforward.

Example incentives:

- Early bird special
 - “Get \$10 off the registration fee if you re-enroll by [DATE]”
- Waived registration fee
- Last year’s pricing
- Free bonus
 - If you register today, you get a free:
 - Tutu
 - Dance shoes
 - Leotard
 - Chance to win grand prizes
- X% off dancewear for a limited time

Note that these are short-term discounts and will not impact the necessary profit for your budget.

6-Week Re-Enrollment Process Templates

By filling in the blanks below and following the timeline, you will have successfully mapped out your detailed 6-Week Re-Enrollment Process.

Season/Term End Date for my studio finishes on: _____ (date)

6 weeks before the end of Season/Term is: _____ (date)

Checklist for 6 weeks before Season/Term End Date:

Date: _____

1. Finalize your schedule for next season.
2. Create a spreadsheet of all enrolled students so you can make class suggestions.
 - a. Additionally, check your studio software for features that facilitate this process.
3. Create your Re-Enrollment Packet to be sent out in the mail to parents (should include Re-Enrollment Welcome Letter, class recommendations for next year, full schedule, fee structure, and the registration link along with any incentives and deadlines).
 - a. Re-Enrollment Welcome Letter can include:
 - i. Wrap up for the year and excitement about the Season/Term End Date. *Remind parents and students why they come to your studio!*
 - ii. A special note about the student/s progress from the year and include any progress reports.
 - iii. What they can look forward to in the upcoming season.
4. Get materials printed or finalize digital version.

5 weeks before Season/Term End Date:

Date: _____

1. Send Re-Enrollment Packet

4 weeks before Season/Term End Date:

Date: _____

1. Send email with Re-Enrollment Packet information.

3 weeks before Season/Term End Date:

Date: _____

1. Video message email from you with FAQ's, build excitement for the upcoming season, repeat the incentive and talk about results from the year.

Script:

Hi everyone! [Your Name] here from [Dance Studio Name]. I hope you're doing well and enjoying all the end-of-season excitement with us. We have some incredible updates and information to share with you today!

[Talking Point 1: FAQ's]

First, I want to address some of the most frequently asked questions we've received.

1. What classes are available for the upcoming season?
 - a. We have a fantastic lineup of classes for all age groups and skill levels, from beginner to advanced. Check out our website for the full schedule [say website URL].
2. How do I register for classes?
 - a. You can easily register online through our website or stop by the studio, and one of our friendly staff members will assist you!

[Talking Point 2: Build Excitement for the Upcoming Season]

We are thrilled about the upcoming season! Our instructors have been working hard to make next season EVEN better than this one. Next season, we're introducing [insert any new classes and/or special workshops], so there's something for everyone. Trust me, you won't want to miss out!

[Talking Point 3: Repeat the Incentive]

And don't forget about our special offer: Register by [Date] and receive [Incentive Details]. It's a fantastic opportunity to get started with us or continue your dance journey at an amazing value.

[Talking Point 4: Talk About Results from the Year]

Looking back on this past year, we're incredibly proud of what our students have achieved. From our youngest dancers taking their first steps to our most advanced students winning competitions [or insert more applicable accolades], the growth and progress have been phenomenal. Your hard work and dedication are truly inspiring.

[Closing]

Thank you for being a part of our dance family here at [Dance Studio Name]. We can't wait to see you in the studio and continue dancing together. If you have any more questions, feel free to reach out to us. See you soon!

Tips for recording:

- Smile and maintain eye contact: This helps create a connection with your audience.
- Be enthusiastic: Show your excitement about the upcoming season and the studio's achievements.
- Keep It concise: Aim for a video that's around 2-3 minutes long to maintain viewer engagement.
- Use visuals: If possible, include clips of past performances, classes, or the studio to add visual interest.

2 weeks before Season/Term End Date:

Date: _____

1. Phone call to families who have not enrolled.

Script:

[Greeting]

Hi [Parent's Name], this is [Your Name] from [Dance Studio Name]. How are you today?

[Opening]

I'm calling to follow up and make sure you received the Re-Enrollment Packet and email we sent recently about the upcoming season.

[Talking Point 1: Confirm Receipt]

Did you receive the packet and email?

[If Yes]

Great! Do you have any questions about the information we sent?

[If No]

Oh, I'm sorry to hear that. I can resend the information pack and email right away. Be sure to check your inbox and let me know if you don't receive it!

[Talking Point 2: Address Questions]

Are there any questions or details you need clarification on? I'm here to help with anything you need.

[Talking Point 3: Upcoming Season]

I also wanted to check if you're planning on coming back to the studio for the upcoming season. We're really excited about what's ahead and would love to see you back!

[If Yes]

Fantastic! We're looking forward to having you back. Remember, if you register by [Date], you can take advantage of our [Incentive Details].

[If No/Unsure]

I understand. If there's anything we can do to help make your decision easier, just let us know. We'd love to have you back and are here to support you in any way we can.

[Closing]

Thank you so much for your time, [Parent's Name]. If you think of any more questions or need anything else, don't hesitate to reach out. Have a wonderful day!

Tips for the phone call:

- Be friendly and professional: Maintain a warm and professional tone throughout the conversation.
- Listen actively: Pay close attention to their responses and be ready to address any concerns they might have.
- Keep it brief: Respect their time by keeping the call focused and to the point.
- Follow up: If they need more information or a resend of the pack, make sure to follow through promptly.

1 week before Season/Term End Date:

Date: _____

1. Send a '7 days left' SMS message.

Template:

Just 7 days left to re-enroll for the upcoming season and get [insert incentive details]! Don't miss out—secure your spot in the studio for next year! [registration link]

3 days before Season/Term End Date:

Date: _____

1. Send a last chance email.

Template:

Last Call! Just 3 days left to re-enroll and take advantage our special offer for the upcoming season. **[insert incentive details]**! Don't miss this opportunity to join us next year and enjoy exclusive benefits! Lock in your classes for next year TODAY! **[registration link]**

1 day before Season/Term End Date:

Date: _____

1. Send a '24 hours left to re-enroll' SMS.

Template:

24 Hours Left! This is your final chance to re-enroll and take advantage of our special offer. **[insert incentive details]** Don't let this exciting opportunity 'dance' away! **[registration link]**

January Re-Enrollment

January Engagement Process (those who re-enrolled)

1. Postcard after the holidays to your under-10 age group.
2. 2 weeks before classes start, send a video from all your teachers welcoming the new year and showing excitement for all that's to come.
3. 1 week before classes start, send a video from you getting them excited about the new dance year and everything they need to know.

January Engagement Process (those who didn't re-enroll)

1. Postcard after the holidays to your under 10-age group.
2. 3 weeks before you go back to classes, give them a phone call to see if they are coming back and answer any questions they might have.
3. 2 weeks before you go back to classes, send a video from all your teachers along with enrollment information.
4. 1 week before dancing starts, send a video from you getting them excited about the new dance year and everything they need to know along with enrollment information.

Other Re-Enrollment Tools:

Recap videos and "Why Us" social media campaigns are powerful tools for dance studio re-enrollment because they effectively highlight the studio's value and showcase community. Recap videos highlight student achievements, create an emotional connection by

capturing memorable moments, and visually demonstrate the quality of instruction and facilities. "Why Us" social media campaigns engage audiences with captivating content, showcase the studio's supportive atmosphere, and build trust through consistent, authentic posts.

You can also utilize the [Win-Back Campaign](#). This campaign effectively recaptures the interest of past students, guaranteeing that no potential re-enrollment opportunity is missed!

WINS:

Win! 🥳

This weekend was our re-enrollment event called "55 Hours of re-enrollment" since our studio is called Studio 55. We open enrollment for current families exclusively for 55 hours (with a few added benefits like free registration, a chance to win a \$55 credit, etc when they enroll). We ran a three week campaign leading up to the event to get our students and families eager to sign up which included (lots 😊) of emails, texts, posters, in class handouts, and a sly broadcast message to all families.

During our 55 hours, we re-enrolled 133 students (90 of those in the first 24 hours!!) which is 60% of our current students! We have 7 classes totally full with others nearing full. Fingers crossed to continue the trend and have high retention this season! Woohoo! ✨

 Lisa DeMaio, Cortney King and 54 others

15 comments

[SHARE/WIN]

1. We did a 3 Day re-enrollment event this week and registered over 100 dancers (our most ever on first day) for our 24/25 season on day one! "Last Years Pricing" was a huge success. We had a different Daily Deal. Marketed the crap out of it and maybe can breathe a little easier for fall numbers!

2. It's was also the first picture week where we did our pictures in house and [Anne Gnoth](#) and our team totally rocked it.

3. We sent Sunshine Boxes to our high roller clients as a thank you and they also received them this week. They have been so grateful! Worth the price tag.

Anyway- thanks IC for all these sweet ideas that make our business grow and our clients happy! It was a good and super exhausting week 😊

 Alisa Finney and 8 others

9 comments

(WIN) When I took over as owner of my studio last summer, there was almost no re-enrollment process in place. It went exactly as I'd heard described in IC calls as the wrong way to do it: You get to recital and on stage at the very end you say "Oh by the way, our schedule is up for next year. Hope to see you then!" Those who stayed through summer heard about the no annual registration fee if they pre-register for fall before summer classes ended. Pre-registration included writing their name in pen vs pencil on the paper class rosters... I ended my first September as studio owner with only 40 students instead of the 100-125 that I had been assured the studio has grown to. Of those 40 students, 2 had pre-registered..

With the ICs help, I boosted my studio's numbers to break into the 100s within 3 months of becoming a member! I worked so hard for these students and I wasn't going to let them walk out the door, literally, this summer like the previous.

I didn't have space to host a VIP enrollment event, but compared to previous years, anything would feel like one to them!

So I, during my first ever busy season, planned a Priority Registration week with all the guidance I had from the IC calls, member website, and FB group shares.

My Priority Registration week closed last night at midnight and 30% have re-enrolled for next season!!



Cortney King, Alisa Finney and 17 others

9 comments

WIN 🏆

First year doing rollover enrollment and it was a HUGE Success.

In normal years I'll maybe pre-enroll like 10 kids. This season I have 74 enrolled for fall and that's not including my comp team of 14.

I pushed our automatic re-enrollment on April 1 with the details. And letting them know it opens with the schedule on May 1. Then they had until June 1 to opt out. June 1 their cards were charged for first months tuition.

Parents wanted to do this for a few reasons:

- save their spots for fall
- save the membership fee
- and lock in their current tuition rate.

I also implemented VIP MEMBERSHIP 🎉

I have 18 kids signed up for that plus our 11 kids from performance team. Parents want this because they get:

- first dibs on classes, camps, events, ect.
- they get their tuition, costumes, recital fee, and shoes rolled into a monthly payment plan.

It's a \$25 membership add on (to the \$30 membership, that they saved by reenrolling) which helps make up for the extra \$2 they save a month on tutition.

Thank you IC for all the tips and tricks to implement. I'm now not stressing over fall enrollment cause I already know I'll hit my goal with ease. 🎉🎉🎉🎉🎉🎉



Cortney King, Alisa Finney and 7 others

4 comments