

HAVE THE BEST SUMMER EVER! TIPS & TRICKS

THE HOME OF
MARTIAL ARTS BUSINESS



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For Martial Arts schools, the summer holidays can see a decline in retention and student intake and it can be hard to buck that trend. That is why we have put together the ultimate 'Summer of Success' guide with all our expert tips and tricks to help your Martial Arts school have the best summer EVER!





FOCUS ON RETENTION:

Getting new students is great over summer, but it's not the only goal. Focusing your attention on keeping members over summer is just as important as getting new ones.

With students going on holiday over summer, their attendance is likely to drop, so make sure you do as much as you can to not only encourage your students to keep coming over summer, but ensure they are enjoying themselves.

With the weather getting better, it's much harder to convince people to come and train inside rather than playing out in the hot sun. You need to make sure you focus your attention on making summer memorable and worth while for current students.



STAY OPEN:

Do not close your club for summer if possible!

Students will likely be taking time off, so if their holidays don't coincide with when your coaches go on holiday, they could miss weeks of training. This could have a detrimental effect on their commitment and progress.

Even if the head coach is going away, try and get the classes covered by another coach and stay open as much as possible over summer.

COMBINE CLASSES:

With children often going on holiday during the summer, it's inevitable that class numbers are going to be lower. There's nothing worse than running a club with just 3 students, because everyone else is on holiday.

If you run more than one class per night, consider combining them to make the classes fuller and more enjoyable. This also gives the coaching team a bit of a rest over summer as well and leaves more time for planning.

TIME YOUR GRADINGS:

The time of year for gradings can have a massive impact on attendance and retention. Why not do one grading just before the schools break up, as the students will get a mental boost and want to keep coming over summer. This gives the students something to train towards or look forward to in September and is a great way to ensure they are motivated to attend through-out summer as well.

Consider also doing a grading at the end of September too, but open the booking for the grading before summer and give an "early bird" offer, if they sign up before the schools break up for summer. This gets them invested in the grading and gives them a reason to keep training. By not grading them until the end of September, it ensures they are back in their routine before their grading.





GIVE STUDENTS SOMETHING TO LOOK FORWARD TO:

As well as gradings, you could give your students something to look forward to, such as a club trip away or a special master-class with a guest instructor!

This will ensure they keep coming over summer and come back in the new term too. It's best to plan these activities near the end of the school holidays.



BRING A FRIEND FOR FREE:

Through-out summer, why not allow students to bring a friend for free for all summer long. No school means that students spend their days hanging out with friends and might not want to leave them to go off to their Martial Arts lessons. But if they can bring their friend, then it will encourage them to attend, and their friend might even sign up too!

Allow your students to bring unlimited friends through-out the specific time period in summer, and if that friend signs up, the student who brought them in could get a free hoodie or prize of some sort.

You could also have a prize at the end of summer for the student who signs up the most friends. Making it competitive is a great way to keep students engaged and get more people through the door of your club. It also boosts class numbers through-out summer making the club more fun!



REWARD ATTENDANCE:

You could create an attendance recognition programme over summer, with prizes for 60%, 80% and 100% attendance over summer. Hand out attendance cards at the start of the summer and every time a child comes to class they get a stamp. If they get a certain number of stamps they get a prize. There could also be an overall prize for the student with the best attendance over summer.

Some people will be going away over summer, and that can't be helped, so making it achievable for them to win too, by offering prizes for 60% attendance as well as 100% attendance is a great way to make sure everyone can be involved!

SHORT COURSES:

Many adults are focused on getting fit for summer, so create adult short courses with that in mind. Focus on fitness and slowly introduce Martial Arts to get them hooked by the end of the course.

You could also run a fitness for summer campaign to finish just in time for summer holidays. It's a chance to showcase the club and get more people using the gym before they commit fully. You could also run short courses for beginners, with a focus on getting them trained up ready for their first grading at the end of summer.



CONSIDER THE WEATHER:

Doing Martial Arts in a heavy kit in 30-degree heat is never fun!

Be cautious of the weather and consider making some of your sessions slightly different through-out the summer holidays, such as running a "sports day" type session. This could be a more competitive session, where there is a small element of Martial Arts, and a large focus on traditional "sports day" exercises that can be done in shorts and t-shirts.

Consider outdoor training sessions or themed classes to add variety and appeal to members during the summer season too.



STILL PROMOTE YOUR CLUB:

Just because schools stop for the summer it doesn't mean your club has to. Still promote your club, spend money on advertising, keep handing out flyers, promote your club at school events and anywhere else you can!

Summer is a long time for parents to keep their children entertained, so make sure they know you are open and looking for new students. Parents will be glad they can send their child to Martial Arts during summer and they need to know this.



SUMMER CAMPS:

Summer camps can be a great way to get more members into the club, and to improve retention amongst current students.

Running a summer camp open to current members and new members is a great way to not only create additional revenue for the club through-out summer, but it's a great way to get new students into the club and expose them to the benefits of Martial Arts.

Running multi-sport-camps is a great way to appeal to a wider audience, not everyone will be enticed by the offer of Martial Arts specific camps. A multi-sport-camp with a heavy focus on Martial Arts is a great way to get them in, show them the benefits of Martial Arts, and then invite them to your regular club training nights, perhaps with a special offer too.

It also improves retention amongst current members who attend the club, and will help improve relationships with all your students too.

Don't have capacity to run a summer camp yourself?

ESTABLISH COMMUNITY PARTNERSHIPS:

Collaborate with local schools, youth organisations, or community centres to offer Martial Arts classes or workshops as part of their summer program and camps. Come in to deliver sessions at their location and be sure to hand out flyers at the end to invite them to attend your club.



SUMMER DEALS:

Create exciting summer membership packages or discounts to attract new members. Offer trial memberships or discounted rates for students signing up during the summer months.

FLEXIBLE MEMBERSHIP OPTIONS:

As summer is a busy time for families, offer flexible class times or additional training sessions to accommodate varying schedules.



CREATE FITNESS GOALS:

Develop seasonal fitness challenges or Martial Arts skill-building goals that span the duration of the summer. Provide incentives such as prizes, recognition rewards, or advancement opportunities for participants who successfully achieve their goals.





ENHANCE MEMBERSHIP OPTIONS:

Maintain regular communication with both prospective and current members through email newsletters, social media updates, and a dedicated club website or app.

Stay in touch with them so they understand their membership is valued. Send emails, texts, direct mail and other forms of correspondence to remind these members that your club is constantly evolving. These refreshers will also engage student who may be considering cancelling for the summer.



TIP: Foster a sense of community by organising social events, or volunteer opportunities that allow members to connect outside of regular training sessions.

UTILISE ONLINE MARKETING AND VIRTUAL CLASSES:

Leverage digital marketing channels such as Facebook and Instagram advertising, Google Ads, or targeted email campaigns to reach potential members who may be searching for summer activities online. Offer virtual classes or hybrid training options for individuals who prefer to train from the comfort of their own homes or are unable to attend in-person sessions.

HOST THEME NIGHTS OR SPECIAL EVENTS:

Spice up your class schedule with themed training nights such as self-defence workshops, weapon demonstrations, or Martial Arts movie nights. Organise special events such as belt ceremonies, black belt demonstrations, or guest instructor seminars, to create memorable experiences for students and attract new interest.



OFFER PERSONAL TRAINING AND OUTDOOR ACTIVITIES:



Although you have certainly invested plenty of money in your facility, this does not mean every single activity has to take place under your roof. Implement summer-time sessions and outdoor classes.

Your members will jump at the opportunity to engage with your experienced staff while taking in the sun and fresh air. Use your facility's front or back lawn for these sessions, or coordinate a meet-up at a local park.



IT'S TIME TO GET SOCIAL:

You could host parties, activities and events of all varieties for members and their families. These activities can be fitness or Martial Arts related or even related to nutrition or just plain old socialising.

Consider communal hikes, barbecues, gaming at arcades, treasure hunts and so on.



IN SUMMARY:

With a variety of options for you to research, plan and do this summer - you have a library of options to best suit you and your Martial Arts school summer goals. Whether you want to plan a huge event and run additional marketing campaigns or host summer camps and create retention incentives, there is something for everyone.

Now is the time to act and implement activities to not only increase leads and student intake but to provide opportunities for for your students and your business to have the best summer EVER!



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Summer of Success Checklist

Let's have the best summer EVER!

- ☐ Plan an event: Give members something to look forward to
- ☐ Run a "Bring a friend" campaign: To boost class numbers
- ☐ Reward summer term attendance: Run a competition with prizes
- ☐ Run a short course: To attract new people and introduce your club
- ☐ Get outside: Run outdoor session with additional sports activities
- ☐ Keep running Facebook Ads: Still promote your club online
- ☐ Summer Camps: Run your own or be a guest teacher at others
- ☐ Offer exclusive deals for summer: To boost student numbers
- ☐ Enhance communication with students: To stay connected
- ☐ Create summer challenges: To keep members engaged and active
- ☐ Combine classes: To make sessions fuller and more enjoyable
- ☐ Create summer challenges: To keep members engaged and active
- ☐ Offer online classes: To provide sessions to those unable to attend
- ☐ Invite guest coaches teach: To give your sessions variety