

# MINI AGE CHALLENGE

## AGE SPECIFIC MARKETING FOR THE 2018-2019 SEASON



The USASF is dedicated to fostering growth for All Star therefore, we have developed a concentrated plan to aid USASF Program owner members to specifically focus on growing the Mini Age market during the 2017-2018 season.

The Mini Age Growth Challenge is designed as an initiative to guide program owners to utilize resources and tools created by the USASF to drive participation in the 5-8-year-old age group. Intentionally focusing on growing this age group will enhance the programs ability for long-term growth and the longevity of All Star.

The goal of the Mini Age Growth Challenge requires that those who accept the challenge will commit to increasing participation by 7 new athletes **and** converting 7 athletes to full season team members by the end of the challenge time frame of September 1 - April 15, 2018.

### **PARTICIPATION REWARDS:**

1. You will expose your community to All Star in the 8 and younger market ensuring that your program continues to grow as the athletes continue to develop.
2. You will drive participation in All Star and build a stronger foundation for a successful business.

### **EMPHASIS:**

Attract/Convert/Retain

### **INVITATION TO PARTICIPATE:**

Member Programs would "opt in" during the Membership enrollment period of August 1- August 30, 2017 to take the Mini Age Challenge. Those taking the challenge will complete a registration link to enroll by August 30, 2017 and then they must complete a results link by April 15, 2018 in order to be eligible for recognition for completing the Mini Age Challenge.

### **OBJECTIVE:**

1. Attract and gain 7 new athletes to your program between September 1 - April 15, 2018. Convert 7 of your established AS participants (from classes, clinics or prep teams) to full year teams for the 2018-2019 season.
2. Achieve an 85% or higher retention rate for the Junior and younger age group.

### **REQUIREMENTS FOR RECOGNITION FOR SUCCESSFULLY COMPLETING THE MINI AGE CHALLENGE:**

In order to complete in the Mini Age Growth Challenge you must participate in the following programs:

1. National All Star Cheer and Dance Day: Focus on 8 and Younger – resources provided
2. Partnering in Education: Pre-School Active All Stars -resources provided
3. Utilize the USASF Phone Call Retention - Welcome Back Program: Resources provided

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### **IMPLEMENTATION :**

Once you register for the Mini Age Growth Challenge, your Regional Director will partner you with a growth specialist from the Peer2Peer Mentoring group to aid with marketing and retention strategies.

### **BENEFITS:**

Taking advantage of the challenge has its rewards. Not only will you be contributing to the longevity of All Star and your program, you will also be recognized by the USASF for your successful contribution and completing the challenge!

**Programs that were successful and met the goals will be recognized in the 2018 USASF/Inside Publications Commemorative Yearbook and receive a Mini Challenge banner for the 2018 season.**

### **REPORTING:**

All programs accepting the Mini Age Challenge will be provided a link after April 15th, 2018 and will be required to report and provide photos of successfully implementing the programs and meeting the challenge.

### **PHOTOS AND VIDEOS:**

Be sure to record your efforts along the way for the following programs:

- National All Star Cheer and Dance Day
- Partnering in Education: Pre-School Active All Stars
- Welcome Back Week Phone Call Retention Program