

BIRTHDAY CLUB PROGRAM

Solutions to grow your people and your business.



BIRTHDAY CLUB PROGRAM

Objective: To obtain guests' information in order to increase birthday brand and birthday sales.

Overview: A birthday club program is a great way to gain exposure about birthday parties and collect information from your guests to increase outreach birthday efforts in order to increase birthday sales. The goal will be to obtain guests' information to be added to your email marketing database therefore increasing awareness and driving center sales. In addition to the **parents' information** we will also **collect the names and birth dates of their children.**

Execution:

- A decorated table that is manned by a team member is the best way to increase birthday club sign ups. A booth should be set up during your peak times: Friday nights, Saturdays, Sunday afternoons, daily during spring break and during summer and winter breaks.
- **Monthly drawings** for free items (see idea list below) for those who have signed up for the Birthday Club is a way to incentivize guests to register their children for the birthday club and have them return to your center more frequently!
- **Quarterly and/or yearly drawings** for a free birthday party. The **birthday party given will be given the Basic package** available Sunday – Friday only for the birthday child and up to 10 guests.
- All the children's information will be placed on the **birthday reach log** (see forms) so they can be contacted by a team member at least one month prior to their birthday to have them book their birthday party here. (see birthday call script)
- A **special gift for the birthday child** should be mailed for their birthday. The special gift will be a free food item/buffet, drink and a play item (\$5 game card, free game of bowling, free attraction, etc.) for the birthday child. This will also create visits and sales since parents and siblings will also make additional food, drink and play purchases.



Restrictions: One entry per person. Information on the card must be the parents' information.

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Drawings: Drawings will be held monthly on the 1st of each month and the family contacted via phone call to the parents. The quarterly drawing will be held on the last day of each quarter.

Monthly Giveaway Ideas

- Free food item/buffet
- Free Game Card/Tokens
- Free attraction/game of bowling
- Family Pack for 4

Quarterly/Yearly Giveaway Ideas

- Free basic birthday party (Sunday—Friday)
- Bike
- I-Pad
- Free Game A Day for 1 Year!

Birthday Postcard Mailing: Mailing out a birthday postcard is a great way to surprise the child with a special gift for their birthday and drive visits to your center. All you have to do is change the offer and add your center's logo to create your customized postcards! See Our example.

- Postcards should be sent out the 15th of each month for the following month. Ex: May birthdays should be mailed April 15th.

January Birthdays	December 15th
February Birthdays	January 15th
March Birthdays	February 15th
April Birthdays	March 15th
May Birthdays	April 15th
June Birthdays	May 15th
July Birthdays	June 15th
August Birthdays	July 15th
September Birthdays	August 15th
October Birthdays	September 15th
November Birthdays	October 15th
December Birthdays	November 15th



Place stamp here



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- Expiration date should be stamped on postcards and should expire the last day of the next month. Ex. May birthdays will expire June 30th.
- The postcard will include a free food item/buffet, drink and a play item (\$5 game card, free game of bowling, free attraction, etc.) for the birthday child. Postcards will need to be collected and marked on birthday club list to track redemption.

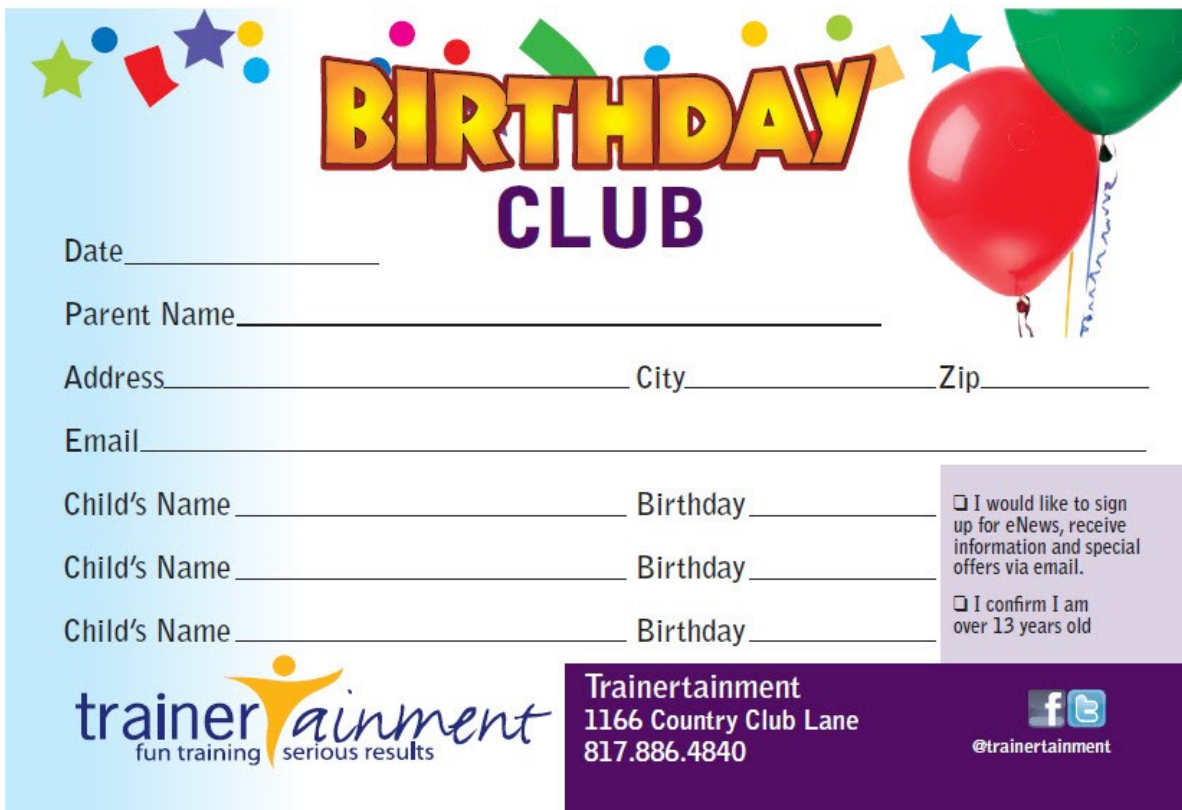
Tracking & Reach Efforts: Your birthday club list is a great way to increase your outgoing reach efforts and increase birthday party sales. Children's names, birthdays, and other information will need to be added to the **reach call log (see forms)**. All contacts should be sorted by month of birthday and called 30-45 days prior to their birthday. It is best to update the spreadsheet weekly in order to maximize the number of calls and get the most recent list for mailing the birthday postcards. Each week you would have the following month's birthday moms to call for that week as well as any call backs to those you didn't reach in the weeks prior.

January Birthdays	Begin Calling December 1st	
February Birthdays	Begin Calling January 1st	
March Birthdays	Begin Calling February 1st	
April Birthdays	Begin Calling March 1st	
May Birthdays	Begin Calling April 1st	
June Birthdays	Begin Calling May 1st	
July Birthdays	Begin Calling June 1st	
August Birthdays	Begin Calling July 1st	
September Birthdays	Begin Calling August 1st	
October Birthdays	Begin Calling September 1st	
November Birthdays	Begin Calling October 1st	
December Birthdays	Begin Calling November 1st	Parents' contact information and email addresses should be uploaded to your email marketing program.

BIRTHDAY CLUB MARKETING

Collateral Needed:

- Birthday Club Sign Up Sheets
- Birthday Club Flyer
- Birthday postcards for birthday child special offer



The form is titled "BIRTHDAY CLUB" in large, colorful, bubbly letters. To the right of the title is an illustration of a red balloon and a green balloon. The form contains several fields for personal information, including Date, Parent Name, Address, City, Zip, Email, and three separate fields for Child's Name and Birthday. There are two checkboxes for consent: one for signing up for eNews and one for confirming the parent is over 13 years old. At the bottom left is the TrainerTainment logo with the tagline "fun training serious results". At the bottom right is a purple box containing the company name, address, phone number, and social media icons for Facebook and Twitter with the handle @trainertainment.

Date _____

Parent Name _____

Address _____ City _____ Zip _____

Email _____

Child's Name _____ Birthday _____

Child's Name _____ Birthday _____



Child's Name _____ Birthday _____

I would like to sign up for eNews, receive information and special offers via email.

I confirm I am over 13 years old

trainerainment
fun training serious results

Trainertainment
1166 Country Club Lane
817.886.4840

 
@trainertainment

OUTGOING REACH SCRIPT

“Hi! This is _____ at _____. _____ (use the Child’s name) is in our birthday club and we wanted to be the first to wish (use the child’s name) a Happy Birthday! (wait for parent’s response)

Your welcome! I am also calling to let you know that (child’s name’s) special birthday card is in the mail/in your email, it includes a _____. (wait for parent’s response)

We are booking (insert month) parties at this time, and I wanted to make it easy for you to have (insert child’s name’s) party at _____ this year. Have you decided where to hold his/her birthday party next month?

If they have not booked the party yet, follow the BDSQF procedure, covering the details of your party packages, etc. and book the party!

If they are holding it somewhere else, say this: “Well it sounds like you have everything planned. We are always curious as to why people choose us, and when they choose someone else, we love to know that too. May I ask why you chose _____ (insert name of other facility-record in the comments section) this year? (wait for parent’s response)

Sounds like (insert child’s name) and his/her friends will have a great time at (insert name of other facility). Be sure to keep an eye out for (insert child’s name) special gift in the mail/email, we would love to see him/her on his/her birthday! Thank you for your time.

BIRTHDAY CLUB CALENDAR OF EVENTS

Use this calendar of events to help guide you and remind you when to do monthly drawings, send out post cards to members and when to reach out to book birthday parties.

Want to add it to your Gmail calendar? [Click here](#) for the Gmail version.

1 Monthly Drawings	2	3	4	5	6	7
Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays	Call next month's 1st - 7th birthdays
8	9	10	11	12	13	14
Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays	Call next month's 8th - 14th birthdays
15 Send out postcards for next month	16	17	18	19	20	21
Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays	Call next month's 15th - 21st birthdays
22	23	24	25	26	27	28
Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays	Call next month's 22nd - 28th birthdays
29	30	31				
Call next month's 29th - 31st birthdays	Call next month's 29th - 31st birthdays	Call next month's 29th - 31st birthdays				