BIRTHDAY CLUB

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Birthday Club Program Overview

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

Overview: A birthday club program is a great way to gain exposure to birthday parties and collect information from your guests to increase birthday outreach efforts 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, 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.

Birthday Club Program Overview

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

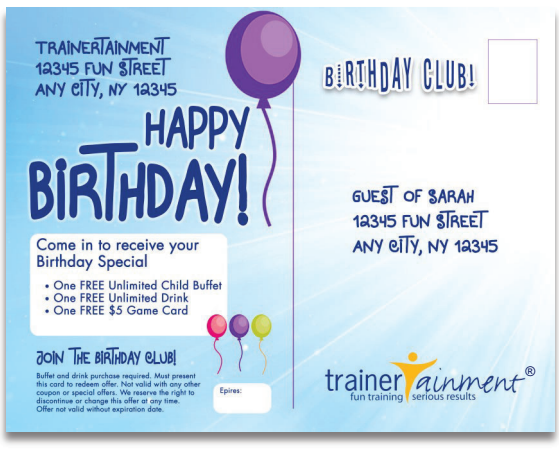
Quarterly/Yearly Giveaway Ideas

- Free basic birthday party for weekdays only
- Bike
- iPad
- Free game a day for a 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.

Birthday Month	Date to Mail Postcard	Birthday Month	Date to Mail Postcard
January	December 15th	July	June 15th
February	January 15th	August	July 15th
March	February 15th	September	August 15th
April	March 15th	October	September 15th
May	April 15th	November	October 15th
June	May 15th	December	November 15th

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



Birthday Club Program Overview

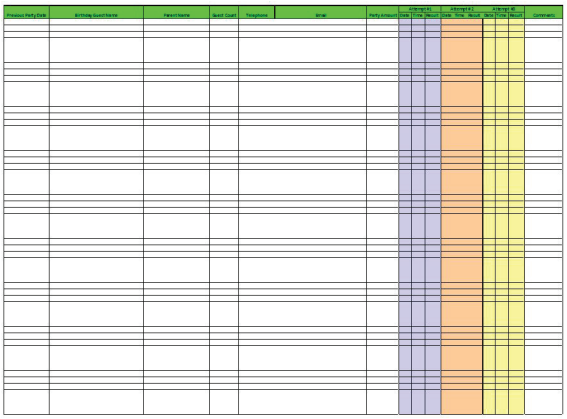
Tracking & Reach Efforts:

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 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	Being Calling July 1st
September Birthdays	Being Calling August 1st
October Birthdays	Begin Calling September 1st
November Birthdays	Being Calling October 1st
December Birthdays	Begin Calling November 1st

Parents' contact information and email addresses should be uploaded to your email marketing program.

Using the Reach Log:



Reach Log example

1. Call every past event or BD that is 30-60 days from today's date.
2. Utilize the scripts to connect with prior year Birthdays or Groups.
3. Record the date and time of the call.
4. Use codes (select from the drop down box) to identify the result of the call.
5. Make 3 attempts to reach the guest.
6. Call at different times of day to improve REACH results.

Birthday Club Marketing Collateral

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

Would you like for us to customize your collateral? Contact us for a quote and we can customize all your collateral for your center!

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 postcards to members and when to reach out to book birthday parties.

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