

Engagement Strategy

- Go to AAU Tournaments / Events
- TNC Nationals Clinics (Dallas, maybe Detroit/Chicago also)
- Work on creating sales pitch for camp
 - Email template for all former campers/coaches
 - Two Scripts (1 if they answer, 1 if they don't)
- Send Email to Former Campers / Coaches First, then Follow up with phone call
- Create a schedule on who is calling what people and when
 - Juan M/W Calls Kentucky
 - Able M/F Calls Texas
 - Ally W/Th/Fri Calls Texas
 - Matt/Nick/Harold when we can call Former Coaches
- How do we target former campers?
- When talking to Coaches:
 - Have you worked with Five-Star in the past?
 - Where are you currently coaching?
 - What camps would you be interested in?
 - Do you have kids that you would be bringing along to camps with you?
- How do we target new campers and parents?
- How do we attract new groups to our camp?