



International Enrollment Contest

Overview

What is it?

A contest created to help you grow your business, reinforce good business practices that you can continue to use on a permanent basis, and learn enrollment strategies from other Franchisees in the FasTrackKids community.

When is it?

The contest will run from June through December, 2014. Each month we will recognize achievements in two categories and there will also be an overall winner for the year.

How to win

-Each month beginning in July (June's report) the three centers with the **top new enrollments in that month** will receive a 5% discount off that month's royalties.

-Each month beginning in July (June's report) the three centers with the **top total net enrollment increase in that month** will receive a 7% discount off that month's royalties.

Total net enrollment increase is defined as total enrollments at the end of the month + new enrollments – graduations/drops = total net enrollment increase.

-At the end of the year the center with the **greatest increase in total net enrollments** will receive 0.005% per net new student as a discount in February 2015.

As an example, if a center has a total of 75 students on June 1 and adds a total of 50 new students and graduates/drops 10 students, they have a total net student



increase of 40 students. They will receive a 20% discount on their royalties in February.

How can I participate in the contest?

The only conditions for FasTracKids Franchisees to participate are 1) that your **royalty report must be received by the 3rd of the following month** to be eligible for that month's contest and 2) **you must fill out the "referral" tab** on the report showing your new referral enrollments.

An example would be sending June's royalty report by July 3rd in order to qualify for the contest.

How will FasTracKids International help me with enrollments?

FasTracKids International will send different enrollment strategy guidelines to provide ideas for your enrollment goals. We will also host monthly webinars to give you more details on these guidelines.

Additionally, FasTracKids will distribute effective enrollment strategies used in the previous month **by your fellow franchisees**.

Where can I find Materials for this contest?

Emails have been and will be sent that contain:

- Guidelines (Recipe Cards) for referral strategies
- Contest description and rules
- Report template

You can also find these files, along with other franchisee enrollment strategies, on the Support Site under "Enrollment Contest"

Deadlines for Participation

The only conditions for FasTracKids Franchisees to participate are that your **new royalty report** must be received by the 3rd of the following month to be eligible for that month's contest and you must **fill out the "referral" tab** on the report showing your new referral enrollments.



July 3rd: New royalty report submitted for June

August 3rd: New royalty report submitted for July

September 3rd: New royalty report submitted for August

October 3rd: New royalty report submitted for September

November 3rd: New royalty report submitted for October

December 3rd: New royalty report submitted for November

January 3, 2015: New royalty report submitted for December