



Referral Strategy: Time Together with Moms

This event can be held at your center or offsite at a local coffee bar or restaurant. This event will allow you to spend quality time with the mothers in your center, sharing with them highlights of your center and their child's progress. This could be a breakfast, brunch, high tea or cocktail event. Any activity that will bring moms together and allow them to share their experiences while enrolled at FasTrackKids is the goal of the event. The culmination of this event will be asking the moms for their support to make your center successful by referring families to your program.

Steps:

- 1) Choose date and place of event
- 2) Select small group of Moms
- 3) Send invites three weeks before the event. When you see the moms at your center, ask if they have received the invitation
- 4) Confirm list of attendees one week before the event
Once you have your confirmed list, touch base with the classroom teacher of each student in order to have stories and specific anecdotes to share with each mom about their child. Make sure you know the mother's name, the father's name, other siblings in the house and what their child's favorite activity is while at FasTrackKids.
- 5) Confirm resources required, i.e. food, staff, adult chairs, etc...

Holding the Event

Make sure you arrive early and are waiting for the mothers to arrive. Make sure you have a notebook to write down ideas that the moms share.

Come prepared to talk about the current FasTrackKids program subject that is being taught in your center and the intentional outcomes their child will receive. Talk about FasTrackKids being in over 45 countries and 17 languages, etc.

Give mothers the opportunity to talk about their experience with FasTrackKids and the changes they have seen in their child.

Conversation Topics

Keep in mind that this is a time for the moms to talk and share their experience, not a time for you to lecture. The conversation should be light, fun and organic. If the conversation slows down talk to the moms about:



- The high level of competence of your teachers: their enthusiasm and preparation
 - The outcomes you have seen in their child
 - How much fun their child has while learning complex concepts
 - The importance of early learning
 - Using multiple strategies to reach diverse learners
 - Digital learning and the importance of preparing their child effectively for the 21st century
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Getting the Referral

At the end of the event, express your desire for all children to share in the FasTrackKids experience. Let them know that 80% of enrollments are based on word of mouth and that you would like for them to share their enthusiasm for FasTrackKids with other members of the community. Hand them your FasTrackKids business cards and ask the mom to write their name on the back of the card. When one of their friends brings in your business card with their name on the back, they will receive an incentive. Say that if they would prefer you to call their friends directly that they can put their friend's name and phone number on the back of your card. If their friend comes in for a Free Discovery Class, the FasTrackKids mom will receive an incentive.

At the end of the event, tell the parents thank you and pay the bill.

Social Media

Ask the mothers at the event if you can take photos of them. Ask permission to post these photos on your FasTrackKids social network accounts. Publicly thank the mothers for their feedback in the post.

Tag the mothers if they have "liked" your Facebook page.

Announce that other mothers can sign up for the next FasTrackKids Time Together with Moms event at your center.

Start a photo album titled "FasTrackKids Time Together with Moms" on your Facebook page. Add new photos for every subsequent event.



Additional Tips

Limit your event to one hour.

Follow up by sending thank you notes to attendees.

Start a “FasTrackKids Mothers” wall in your center that showcases mothers from the “Time Together with Moms” and other events that you have hosted with a focus on mothers.

Take photos of your “Time Together with Moms” and display them on your lobby TVs.