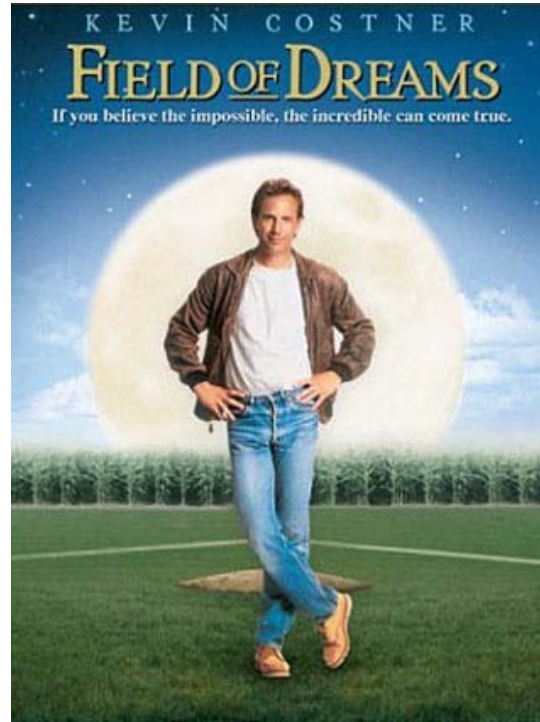


Selling Your Product In A Market Economy



Just because you built it doesn't mean they will come.

By: Gary Moody
Gypsy Scholar

3 Keys To Success!



1. Do a good job.
2. Do a damn good job.
3. Tell the world, especially your critics about one and two.

**KEEP YOUR EYES ON
THE PRIZE**

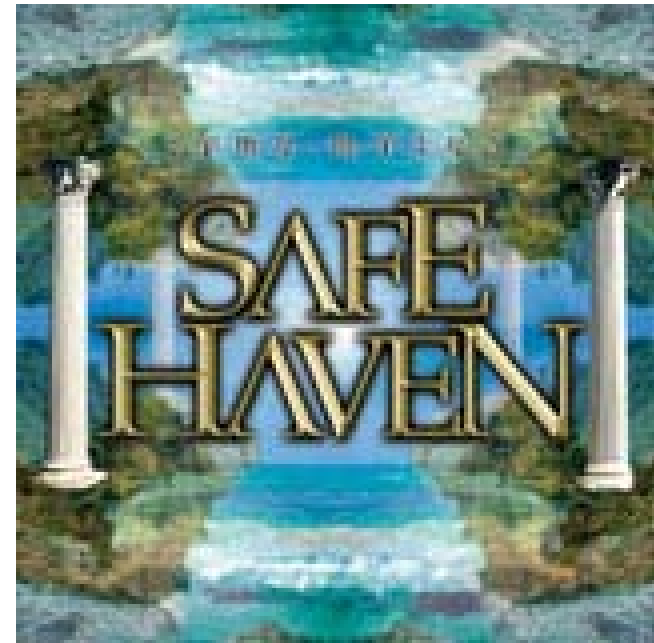




Marketing After-School!



- Establish a safe haven.
- Create an enticing atmosphere.
- Explore Student's Interests.
- Select staff members who understand adolescents and enjoy being with them.
- Have students be a part of the interview process.



Tell Your Story!

- Newsletters, Flyers, and Brochures
- Bulletin Board
- Videos
- Schedules
- Products and Performances
- Culminating Celebrations
- Invite the World



“BTS has reached a new milestone regarding the expansion of after-school programs in this community.”

- Instill self-worth, self-esteem, and self-confidence at every opportunity. Many of your students do not see themselves as successful in anything.
- Create opportunities for all students to taste success.
- Word of mouth of a “safe haven” that feels good spreads.



- Recruitment issues exist at all grade levels.
- If you serve younger children (K-4th grade), parents usually ensure that the children attend the program, and the children are less likely to rebel at this age.



- Attendance is far less dependable at the middle school level. It has been said that middle school students “vote with their feet.”
- If your program is unappealing to students, they will not attend. What we are trying to do is sell a product – MORE SCHOOL?



Thus, when working with students consider the following suggestions:

- Students are giving up what they consider to be their time. To do what?
- If your program/classes are more of the same instruction that is not working for them in school, what makes you think they will buy more of it after school?
- Programs must look, feel, smell different from the normal school day if you want kids to attend.

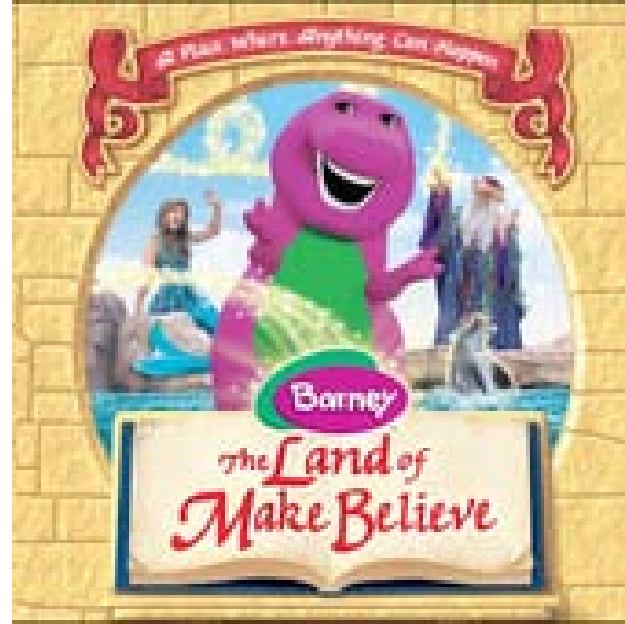




Embedded disguised learning is a must. If a student is in need of fraction skills for Algebra, then enroll them in music, cooking, or woodworking classes. These classes may have the basic math concepts that they are not getting in the regular school day. Be willing to try something different.



- Have students take part in the program planning committees to ensure that class offerings pass the “cool and fun to do” test.
- Have participants recruit fellow students for the program. Ask them to design slogans, incentives, posters, PA announcements, etc.
- Convince/target popular students to join the program, and have popular teachers participate.



- Older students enjoy activities that are “real life”, as opposed to “make believe”.
- Produce real products, movies, shows and publications that have deadlines and public viewing.
- Students rise to the occasion when they know that others will view their product.

- Highlight success at every opportunity and ensure that the other students, teachers, parents, community, and especially your critics, know about everything that is going on.
- Make it the hottest new thing! Create a sense of **URGENCY**. Going fast.



Marketing Youth Development

Just because you built it, doesn't mean they will come. Even with a wonderful set of activities, your program cannot be labeled a success if nobody attends it.

Recruitment issues exist at all grade levels. If you serve younger children (K-4th grade), parents usually ensure that the children attend the program, and the children are less likely to rebel at this age. Throughout this book are examples of marketing and recruitment flyers, schedules and posters.

Attendance is far less dependable at the middle school level. It has been said that middle school students vote with their feet. If your program is unappealing to students, they will not attend. This section is geared to market education. What we are trying to do is sell a product – more school. Thus, when working with students consider the following suggestions:

- Students are giving up what they consider to be their time. To do what? If your program/classes are more of the same instruction that is not working for them in school, what makes you think they will buy more of it after school? Programs must look, feel, smell different from the normal school day if you want kids to attend.
- Embedded disguised learning is a must. If a student is in need of fraction skills for Algebra, then enroll them in music, cooking, or woodworking classes. These classes may have the basic math concepts that they are not getting in the regular school day. Be willing to try something different.
- Have students take part in the program planning committees to ensure that class offerings pass the "cool and fun to do" test. Have participants recruit fellow students for the program. Ask them to design slogans, incentives, posters, PA announcements, etc. Convince/target popular students to join the program, and have popular teachers participate. Word of mouth is the most powerful tool for drawing participants.
- Students must be able to have leadership roles that include making real decisions and delegating tasks.
- Create opportunities for older students to work with younger ones. Everyone likes to feel important. An older student who has a hard time interacting with peers or adults may get a boost in confidence and communication from working with a younger student who looks up to him or her.
- Offer students opportunities to deal with real social matters and skills. Situations like these appeal strongly to adolescents.
- Have students participate in the interviewing process when selecting new staff members.
- When planning family activities, be sure to provide time for the young people to interact as a group. Some adolescents shy away from being seen in public with their families.

- Avoid recruiting/targeting only “at-risk” students. If what you are doing looks like summer school, retention class, or special education you will not have willing customers. It is easy for an unwilling customer to get banned from your program.
- Offer grown-up activities such as a trip to the theatre (not movie), or a meal at a nice restaurant. Establish programs that move students out of a narrow, closed regimen, and into the outlying community.
- Everyone enjoys activities that are “real life”, as opposed to “make believe”. Produce real products, movies, shows and publications that have deadlines and public viewing. Students rise to the occasion when they know that others will view their product.

Highlight success at every opportunity and ensure that the other students, teachers, parents, community, and especially your critics, know about everything that is going on. Make it the hottest new thing!