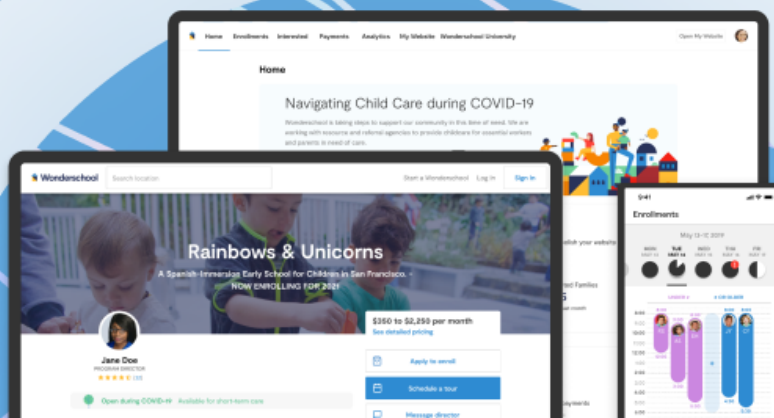




# ENROLLMENTS LAUNCH KIT

This guide walks you through best practices to implement when you're seeking enrollments.



## How to use this guide.

Congratulations! You've opened your program and are now ready to market your business. Marketing is key to filling your open spots and driving enrollments, and the more ways you try the more people you will reach. This guide walks you through best practices to implement when you're seeking enrollments.

### Your Enrollments Checklist

- Wonderschool Website
- Tours
- Events
- Social Media
- Word of Mouth & Referrals
- Printables
- Routines

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## Wonderschool Website

Your Wonderschool website is the #1 way to market your program. You'll want to make sure it is completed and up to date so parents can get more info about you!

- Complete the main content on your website ([How-To Guide](#), or if you're on our [CCMS](#)). Some great places to start:
  - Profile and Program **Photos**
  - The **Basics**
  - Fill out a **Teacher Profile** introducing yourself to potential families
  - Tuition** Information

### Additional Resources

- Guide for [Taking Photos for Your Website](#)
- Guide for setting up your [Tuition Rates](#)

Want a more thorough walkthrough? Check out our video on [How to Edit Your Website](#).

[Find this in our Help Center.](#)

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## Tours

Tours are an important tool in growing your business and help introduce you to your community and potential families. You should plan for a tour to last from 30-45 minutes, and can be completed either in-person or virtually.

### Overall Preparation

- Decide if you want to do in-person and/or virtual tours
- Set up your **Tour Availability** on your website (we recommend within 30 days of opening and at least once a week going forward for new prospective families and to grow your wait list)

- Create a **Tour Outline**: take notes on how you want to give a tour. We suggest including the following
  - Overview of your background, qualifications, experience, and motivation for starting a school
  - What type of program you offer and showing the physical space
  - Rhythm of the day and extracurriculars
  - School calendar and enrollment options
  - Introduction to co-teachers and assistants
  - Program availability, tuition, and fees
  - Instructions on how to apply

[Find this in our Help Center.](#)

### Before Tours

- If a parent schedules a tour through Wonderschool, it is best practice to message them to give them any specific instructions about parking, arrival, etc.
- Make sure your space is tidy and clean! Consider having flyers available for them to take home.

### During Tours

Here is the typical outline of a tour:

- [5 min] **Arrival and Introductions** - Ask the family about themselves and what they're looking for!
- [10-15 min] **Tour the Space** - Use your tour outline as a framework to make sure you hit all of the key points.
- [10 min] **Questions** - This is for both you and the family to ask questions! For you, confirm the basics and where they are in their childcare search. You can broach the subject of tuition by asking if they have any reservations about enrolling in your program. Give them space to ask you any questions they may have, and remember that it's ok if you don't know everything right away! You can always follow up with them later.
- [5 min] **The Close** - If you think they would be a good fit for your program, let them know that you would like to send them an enrollment offer. Follow up by sending them an invitation link through the Wonderschool Website.

### After Tours

After a family tour, it is best to follow up with them! This can be a few hours after or the next day, and can be done directly through messaging in Wonderschool. A quick follow up to encourage them to apply can go a long way in converting them to your program.

#### *Example Follow Up Message*

*Hello \_\_\_\_! It was such a pleasure having the opportunity to meet with you. I believe your family would be a great addition to our program and I would love to send you an invitation to enroll. If you are interested in moving forward or have any additional questions, please let me know and I'm happy to discuss further. Thank you!*

## Additional Resources

- How to [Set Up Tours on your Wonderschool Website](#) (detailed), [Set Up Tours](#) (summary)
- Thorough webinar on [Tour Best Practices](#)
- Tips & Tricks for [Virtual Tours](#)

[Find this in our Help Center.](#)

## Events

Like tours, events are a great way to introduce your program to the community and to bring in prospective families. We recommend having an open house every 2-3 weeks until your program is at least half full. Also, it's good to consider your first event as a practice - it is not uncommon for your first event to be poorly attended, and is a good way to figure out what marketing channels work for you!

Types of Events	Best Practices	Best to Avoid
<p><i>Open House</i> This is best to do for your first event! Show them around your environment and do a mini tour. Most importantly, be prepared to answer questions and talk about why you started your program!</p> <p><i>The below outlines additions you can add to the traditional open house</i></p> <p><i>+ Play Date</i> Set up a few easy activities or play areas for children to engage while you answer questions from adults. If possible, spend some time with the children too so parents can see how you interact with them!</p> <p><i>+ Arts and Crafts</i> During the open house, set aside 10-15 minutes or so to lead the children through a craft activity.</p> <p><i>+ Music Circle</i> For those musically inclined, show your talent! If you have instruments suitable for children, you can use those to lead the children through a few songs, or teach them something simple.</p> <p><i>+ Reading Circle</i> During the open house, set aside 10-15 minutes or so to have a</p>	<p>* Invite a friend or family member who can greet guests at the door if you're engaged in conversation with another family.</p> <p>* Have a sign in sheet for names and emails in case anyone drops in that didn't RSVP online.</p> <p>* July-September &amp; January are the best months to run frequent events.</p> <p>* Join online parent groups (see more under <a href="#">Social Media</a>) to advertise your event. You can link directly to the event page on your website.</p> <p>* If possible, print out postcards or flyers with more information. You can use one of our templates <a href="#">here</a>.</p>	<p>Dates that you should avoid having events around:</p> <ul style="list-style-type: none"><li>* Thanksgiving</li><li>* Dec 20- Jan 2</li><li>* Mother's Day</li><li>* Father's Day</li><li>* Memorial Day</li><li>* Labor Day</li><li>* Veterans Day</li></ul>

<p>reading circle with the children. Pick a short children’s book that you love and enjoy your time reading it to the kids!</p>		
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[Find this in our Help Center.](#)

**After Events**

Just like tours, it is important to follow up with families after your events! Below are some example follow up messages you can send depending on whether or not the family seems interested and if you think they’re a good fit:

Family interest, good fit	Family maybe interested, maybe a good fit	Family not interested or a bad fit	Family sent an RSVP but did not attend
<p><i>Hello _____,</i></p> <p><i>It was such a pleasure meeting you at our open house. I believe your family would be a great addition to our program! If you are interested in moving forward, please let me know so I can send you an enrollment invitation.</i></p> <p><i>Please do let me know if you have any questions, I’d be happy to arrange a phone call this week.</i></p> <p><i>Best,</i> _____</p>	<p><i>Hello _____,</i></p> <p><i>It was such a pleasure meeting you at our open house. I’d love to answer any questions you may have about our program and enrollment process. Please let me know if you’re free to talk this week and we can arrange a call.</i></p> <p><i>Best,</i> _____</p>	<p><i>Hello _____,</i></p> <p><i>It was such a pleasure meeting you at our event. Please let me know if you have any questions.</i></p> <p><i>Best,</i> _____</p>	<p><i>Hello _____,</i></p> <p><i>We missed you at our open house! Please let me know if you are interested in scheduling a tour of our program. I would love to meet you, show you our space, and answer any questions you have.</i></p> <p><i>Best,</i> _____</p>

*Additional Resources*




- [Publishing your event](#) on your Wonderschool Website

[Find this in our Help Center.](#)

**Social Media**

Social media is a great way to further your network and market your business. We know there are so many different social media sites out there, so we recommend starting with 1-2 pages that are most likely to increase traffic to your website when you’re actively seeking enrollments. Please

note that the basic accounts of each of these services are free and are what we encourage our Providers to use.

Website	Purpose	How to Set Up Accounts
 <b>Yelp</b>	<ul style="list-style-type: none"> <li>* Collect reviews from current or previous families</li> <li>* Reach a broad audience who may use Yelp as a “first stop” when searching for childcare</li> </ul>	<a href="#">2.5 min video on setting up your Yelp Account</a>
 <b>Google Business Profile</b>	<ul style="list-style-type: none"> <li>* Another great place to collect reviews from current or previous families</li> <li>* Listing your business with Google will ensure that your Wonderschool site appears when locals search for “childcare near me”</li> </ul>	<a href="#">4 min video on setting up your Google Business Profile</a>
 <b>Facebook</b>	<ul style="list-style-type: none"> <li>* Create a Facebook page for your business and enables you to interact with parent groups from the page</li> <li>* Join local parent and caregiver groups and link back to your Wonderschool site</li> </ul>	<a href="#">3 min video on setting up your Facebook Business Profile</a>

[Find this in our Help Center.](#)

## Word of Mouth & Referrals

Word of mouth and referrals are some of the best ways to get families interested in your program. This is a great option if you’ve worked with families in your community before, perhaps as a babysitter or nanny. If you’ve had a positive interaction with the family, don’t be afraid to ask!

### Asking for a Referral

There are a few different ways to ask for a referral. You can either ask directly to post as a **testimonial** on your Wonderschool website, or you can ask for families to review your page on [Yelp](#) or [Google My Business](#).

### Sample email for a [testimonial](#)

Dear \_\_\_\_\_,

I hope you and your family are doing well! [\[As you may know OR I have some exciting news to share\]](#) I recently opened my own childcare program! It's called \_\_\_\_\_ and you can learn more at [\[your Wonderschool referral link\]](#).

I fondly remember caring for your child, \_\_\_\_\_, and watching them grow. [\[Include a personal memory of the child\]](#).

I'm writing to ask for a small favor: would you be willing to write a brief testimonial that I can add to my website? A few sentences that highlight your experience of me caring for your child will help new parents decide whether or not to visit our program. This would be incredibly valuable support for me and my new business.

I hope all is well and thank you!

### Sample email for a [Yelp/Google review](#)

Dear \_\_\_\_\_,

I hope you and your family are doing well!

[\[As you may know OR I have some exciting news to share\]](#) I recently opened my own childcare program! It's called \_\_\_\_\_ and you can learn more at [\[your Wonderschool referral link\]](#).

I fondly remember caring for your child, \_\_\_\_\_, and watching them grow. [\[Include a personal memory of the child\]](#).

I'm writing to ask for a small favor: would you be willing to write a Yelp or Google review? Parents trust other parents and your words will help potential new families decide to visit our program. Please share any experience you have with me caring for your child that you think another parent could benefit from hearing about. You can find my pages here:

Yelp page: [\[Yelp URL\]](#)

Google page: [\[Google My Business URL\]](#)

This would be incredibly valuable support for me and my new business.

I hope all is well and thank you!

#### *Additional Resources*

- How to edit your website and [add testimonials](#) (at the 1:45 mark in the video)

[Find this in our Help Center.](#)

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## Templates & Printables

Flyers, postcards, and brochures are great to have on hand to distribute at tours, events, or within your community. [Linked here](#) are some templates Wonderschool provides that you can use to market your business by adding your program name and contact information.

- [Bulletin Board Sign](#)
- [Open House Flyer](#)
- [Lawn Sign](#)
- [Postcard](#)

#### *How do I use these templates?*

When you open the template in your browser, you will first need to [create a Canva account](#). These accounts are free to use and will enable you to copy the templates made, and make adjustments for your own program.

### How do I print?

The easiest way to get these professionally printed is to order directly through Canva for pickup near you (more information can be found [here](#)). You could also choose to do on-demand printing that is shipped directly to you through a company like [FedEx](#) or [UPS](#), or download them to your device and have them printed locally.

[Find this in our Help Center.](#)

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## Routines to Convert Interests into Enrollments

We know running your own business takes a lot, especially in childcare. We recommend incorporating the following tasks into your daily or weekly routine to ensure that you never miss an opportunity to convert an interested family into an enrolled family.

Daily	Actively seeking enrollments? <b>Weekly</b> Not actively seeking enrollments? <b>Monthly</b>
<ul style="list-style-type: none"><li>• Check your <b>messages</b> to see if a prospective family has messaged you.</li><li>• Check for upcoming <b>tours</b> and if new requests have come in</li></ul>	<ul style="list-style-type: none"><li>• Update your <b>tour availability</b></li><li>• Add <b>events</b> to your website</li><li>• Check to see if there are new Parent Groups on Facebook, Instagram, or Nextdoor</li></ul>

### Additional Resources

- Additional articles on managing enrollments and adding students to your program can be found [here](#).

[Find this in our Help Center.](#)

## Questions?

Still have questions about enrollments? Check out the [help center](#) for additional resources or submit a [help request](#). We also encourage you to join our [Wonderschool Slack Community](#) where you can message other providers to get tips and tricks on how they drive enrollments!