

Send people to the website & encourage them to buy

- set apt! Then tell them about the online special → for online only - make it feel special, like a great deal
- if they buy, they will show up.

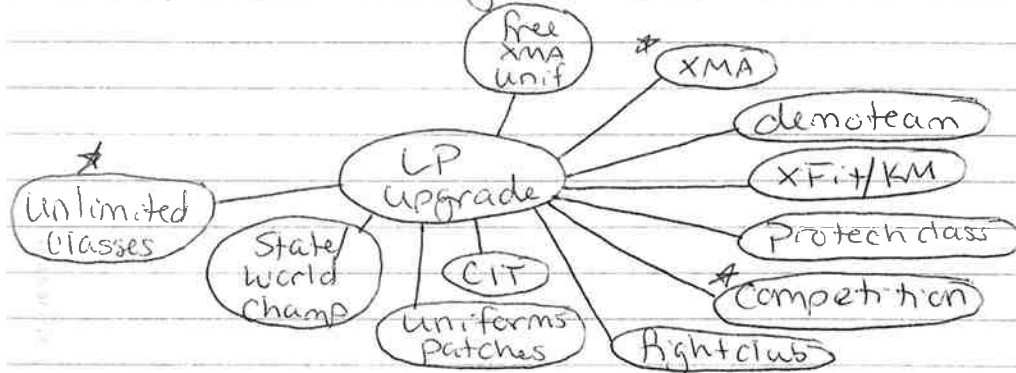
Day after Thanksgiving

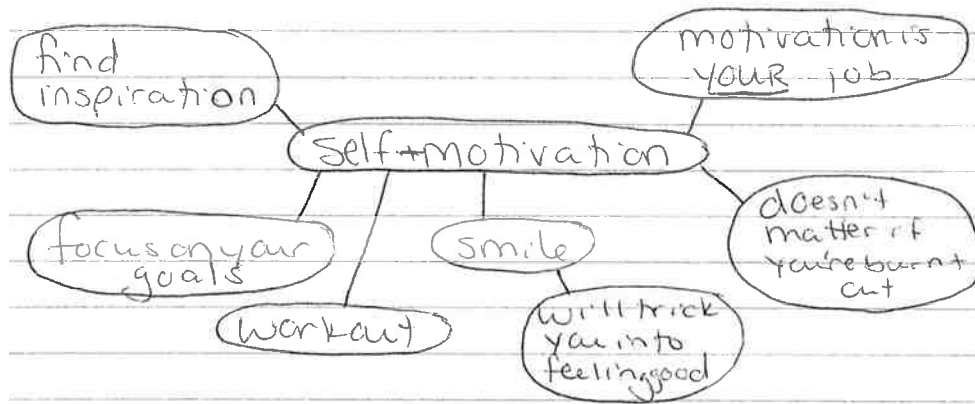
- Camp & Sale
- can do sale all week
- Spar shoes \$20, roll bag \$99

Sell out Summer Camp by Dec.

Recruit, Retain, Renew

- day camps - Duval is out 11, 23, 24, 25, 28
- Victor-1 Patch referrals
- raffle
- BDay parties
- seminars
- show & tell
- street signs
- Buddy Day
- flyers out in neighborhoods





Adult online programs : 3 classes &
either gloves or unisif

Kids online programs : time period
(currently 1 weeks)