



10 DAYS FOR \$10

August 2023
Campaign Toolkit

fernwood®

FITNESS



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Campaign Overview

Fernwood has teamed up with RizeUp Australia to provide support and fundraising opportunities through our Fernwood network, in a 3-year partnership. In return, RizeUp is providing lead generation opportunities driven both through their own network communications and website, while also providing Fernwood with cause related marketing opportunities for local and national club promotions.

Following the launch of partnership with RizeUp in July, where a portion of all new member onboarding fees are being donated to RizeUp, we are excited to announce a further fundraising initiative that also serves as a compelling lead generation activity for Fernwood Fitness clubs. This initiative will be supported by national advertising activity.

Campaign Objectives

- Brand awareness and exposure
- An opportunity to support and raise awareness for RizeUp Australia
- Fundraise for RizeUp Australia
- Engage members and staff
- Drive leads into clubs through outreach and referrals

Key Dates

- **Wednesday 19th July** - \$10 for 10 Days Toolkit available on Intranet and Campaign Assets available on Canva
- **Tuesday 1st August** - \$10 for 10 Days begins, national promotions commence
- **Thursday 31st August** - \$10 for 10 Days finishes, last day of campaign.
- **Saturday 30th September** - final day that 10-day trial passes can be redeemed in club.

Lead Generation

10 days of Fernwood for \$10

Purchase a 10-day pass for \$10 and all proceeds will go to RizeUp Australia.

This promotion will be advertised nationally from Tuesday 1st August via social media, eDM, website and Google ads.

10-day passes will be available to purchase via this link:



<https://www.fernwoodfitness.com.au/shop>

Women who purchase a 10-day pass will receive the following confirmation email to present in club as proof of purchase

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Hi Test,

Thank you for purchasing a 10-day trial pass to Fernwood HQ.

Please present this proof of purchase email to the team at reception to get started with your 10-day trial. As a reminder, your pass will expire on 30 September 2023, so please make sure you activate your pass by this date.

All proceeds from your purchase go towards [RizeUp Australia's](#) mission to support women and children who are victim-survivors of domestic and family violence. Fernwood Fitness is so proud to be in partnership with RizeUp Australia to raise awareness and funds for the work they do to give families a fresh start.

We don't think it will take you the full 10 days for you to fall in love with our beautiful clubs that over 70,000 women choose as their space for health, fitness and wellness – but we'd love for you to experience everything Fernwood has to offer. Plus, your purchase goes towards a great cause!

During your 10-day trial, you'll get access to:



- Gym floor and circuit space.
- Premium cardio and strength machines and equipment.
- Group fitness and wellness classes including HIIT, yoga and Pilates.
- An expert team of staff, and an empowering and supportive community of women.

Call us or visit the club now to get started. We can't wait to see you!


We're here to help!

If you have any questions, click here to explore our [FAQ's](#) or contact the club directly

The Fernwood Fitness team x
Fernwood HQ
Level 1, 49 Elizabeth Street, RICHMOND
Phone: +61 3 9630 8800
Email: fernwoodfitness.com.au



Thank you for helping victim-survivors of domestic & family violence make a fresh start.



Clubs should encourage their members to share this 10-day trial opportunity with their friends, raising funds for RizeUp Australia and building referrals in club.

Terms and Conditions

Offer valid until 31st August 2023. The 10-day pass must be activated at your selected Fernwood Fitness club before 30th September 2023. Once activated, your pass is valid for 10 consecutive days. Participating clubs only. Bookings are essential. Offer available to new members over 18 years. Not valid in conjunction with any other offer, Fernwood Fitness clubs are women's-only fitness centres.

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Flipping The Trial

Trading in the 10-day pass

\$10 for 10 days is a great way to fundraise and to also drive more people into clubs to experience the Fernwood difference.

Remember every trial is an opportunity to sell a membership. We should treat everyone with respect for seeking interest in our club and ensure we take the time to do a full needs analysis to see how we can help each woman achieve her goals. Once the trial has been purchased, it is important to try and 'flip' the trial pass to a membership. As we know, this is the best way for us to ensure she starts on track in our club.

When we allow trials to be activated, statistically only between 10-15% become members after their trial.

► **Encourage an appointment and pre-frame what will happen during the appointment, using your call scripts to plant the seed of trading in the trial pass.**

"I can't wait to see you on Friday Kira. When you come down to the club I will show you around and go through everything we have to offer and show you a great opportunity for you to trade in your trial pass to save you a little bit of money and get you started towards your goal of getting ready for that 5km fun run straight away."

► **Treat each trial appointment as you would with any other sales appointment:**

"Thanks for coming in today Millie. As I mentioned yesterday, what we will do today is have a chat about your health and fitness goals and then I will show you around the club. If you are happy with everything you see, I'll be able to show you a way to trade in your 10-day pass and get you started. Let's take a seat, I'd love to hear more about you..."

Go through a thorough needs analysis. Assume that your prospect will be your newest member.

► **During your tour, ask the 3 questions that lead to a Price Presentation**

"Is this what you thought the club would be like?"

"Can you see yourself working out here?"

"Shall we take a seat and I'll run you through the trade in options to get you started and you can take it from there... how does that sound?"

You now have the prospect's approval, and they feel in control of the process.

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► Price Presentation: Lead the prospect back to the Members' Lounge and present the trade in options.

"The \$10 paid for your 10-day pass is a 100% donation to RizeUp Australia, we are aiming to raise \$500 for Rize Up this month and you are now an important part of this! In addition to this fundraising support, I have a special offer for you today from Fernwood to thank you for supporting our partnership with RizeUp. If you choose to "trade in your 10-day voucher today..."

Trade in presentations will differ from club to club. The goal is to add as much value as possible to our trade in, so it is the most attractive option.

How To Process In Exerp

To process the 10-day trial in Exerp, follow the steps below

1. Either search for the lead in the CRM and select the Sell Trial option OR go to the Membership Sale App in Exerp and search for the member there.
2. In the Membership Sale app > Select Trials > Choose RizeUp 10 day pass for \$10 option > Select Next
3. Continue through the sign-up process by completing the trial member's contact details. Skip through the questionnaire section as this isn't applicable to a trial membership.
4. On the Summary screen, check that the start date of the trial membership is correct. If not, adjust as required for the trial member.

PLEASE NOTE The RizeUp 10-day trial is set to \$0.00 as they are prompted to pre-purchase the \$10 trial online when downloading the trial. If you wish to process a trial directly in club and charge the \$10 over the counter, you can adjust this on the summary screen in the Price section.

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5. Select Next and continue through to complete the sale through the Front Desk. If the member has pre-purchased the trial, simply select CASH to complete the sale as it \$0.00 going through the cash register. However, if the member is paying in club for the trial, choose the appropriate payment method to complete the sale.

All trials members will receive a trial welcome email and moved into the mid-trial call action in the CRM.