

How to Be a Successful Host Site for the Autism Fitness Certification Level 1

Dear [Host Site Name]

Hosting an education program is more than just opening your doors and putting out flyers on your front desk (although that is a good start).

We've set up a turnkey system that will provide you all the marketing collateral you need and a way for us to track your progress.

The first step will be reading the host site agreement and understanding both your obligations and ours.

It must be signed and initialed by an authorized officer of the company/facility.

I. Host Site Benefits

1. One Complimentary Registration when the minimum 10 registrations is reached through all marketing channels.
2. One (1) Reduced Registrations @ \$449
3. Early Registration price of \$549 for all staff members and all facility members.
4. Continuing Education Credits from ACE, AFAA and NASM along with several other CE organizations serving, therapists, and teachers.
5. Co-Op Branding and Marketing with Autism Fitness and its partners.
6. Staff Recruitment opportunities
7. Licensing and Consulting Opportunities

II. Four Target Markets for Autism Fitness

1. Fitness Professionals who hold a nationally accredited Primary Certification
2. Therapists – Occupational, Physical, Speech and other therapists that work the ASD population
3. Educators – PE and Adapted PE teachers and all others working with the ASD population in the classroom or related programs.
4. Parents and Caregivers – A parent or caregiver workshop can be organized (this is a 3-hour program usually done the night before) or a parent or caregiver can audit the Certification but cannot take the exam unless they have the proper background.
 - a. There will be a \$100 reduction to the registration price for those who choose to audit. (\$449 early registration, \$549 standard registration)

III. Available Marketing Materials

1. 8 ½ by 11 co-branded flyer with links and QR code
2. iDev Affiliate Marketing Software will provide AFIT branded ads and copy to integrate with web, social media and email marketing

IF you choose to do the parent workshop there are tremendous benefits for the facility.

- a. Community Outreach/PR Opportunities/Awareness of Program
- b. Parents and Caregivers can meet those that will be certified at your facility.
- c. Potential consulting from Autism Fitness to launch a program and recruit certified professionals.

IV. First Steps

1. Assign YOUR Point Person! – (make sure they are tech and social media savvy)
2. Notify AFIT who this person.
3. Like and Follow Autism Fitness on Social Media as a BUSINESS and Individually
 Instagram <https://www.instagram.com/theautismfitness/>
 Facebook <https://www.facebook.com/TheAutismFitness/>
 Twitter <https://twitter.com/AutismFitness>
 YouTube <https://www.youtube.com/TheAutismFitness>
4. A Facebook Invite will be created on the Autism Fitness Site
 Both the business and individual will be invited to co-host and invite guests.
 THIS MUST BE ACCEPTED AND ACKNOWLEDGED.
5. An account must be created and used on our affiliate marketing platform. Once created we will be notified to approve it.
<https://autismfitness.idevaffiliate.com>
 This system will provide all the necessary AFIT branded materials and copy to promote and serves as a tracking system for inbound marketing activity and registrations.
 (IF you need additional materials online they will be created for you)
6. The iDev affiliate program has a tutorial built in. HOWEVER an onboarding call with David is required to familiarize you with this system and answer any questions.

V. How to, what to and when to market

1. Facebook – 5-10 posts per week. This can be done with iDev materials, sharing from AFITS Facebook Page and our Youtube Channel.
2. When sharing add a short informative piece of information
 - a. We are hosting –
 - b. You'll learn....
 - c. Registration is open/closing/end of early etc...

Specific Calls To Action and Copy

- i. Finally, everything you need to support athletes with Autism.
- ii. Make A Difference for the 1%
- iii. Think Inside The Box
- iv. AUTISM FITNESS® CERTIFICATION
 Activate an enriching career as a certified professional

3. Instagram Best Practices
 - a. Optimal Post Time – Mon-Thursday between 3pm – 4pm
 - b. Link Instagram to Your Facebook Page
 - c. Use the mix of videos and ads (we will provide a folder)
 - d. See Appendix for Hashtag list
 - e. Tag @AutismFitness on all posts

4. Twitter Best Practices-can be done with iDev
 - a. The best time to post on Twitter is Friday 9 to 10 a.m
 - b. Friday is the best day to post to Twitter.
 - c. The safest times to post Tweet are everyday 10 a.m. to noon.
 - d. Sunday mornings receive the least amount of engagement.
 - e. @theautismfitness

5. Email Marketing (if available)
 - a. The best time to email market is on Tues and Thurs around 11am
 - b. iDev Affiliate has HTML code and links ready to be added to your campaigns

6. Flyers – Phone – Calls Outreach
 - a. Hang The Flyer around the room (locker rooms, post boards and front desk)
 - b. Share them with local schools, autism organizations, physical, occupational and other therapists and medical practices/hospitals.
 - c. Contact the local Autism Speaks and Autism Society Chapters
 - d. Find local media to share the information and perhaps do a local story
 - e. Share the flyers or mail them to private autism education/residential programs.
 - f. Share at local universities and colleges in the allied health science/psychology and physical education departments.

- VI. Site needs - Audio Visual, IT and Equipment
 1. Please provide the following – Extension Cord and Power Strip
 2. A screen and table
 3. Projector
 4. WiFi access

START IMMEDIATELY

Time is of the essence. Do NOT wait to start promoting.

We book very far in advance, so people can see hear and feel the Autism Fitness message through you.

You are our guerilla marketers. You have the pulse of your location and community. You have the local contacts.

This makes all the difference in a successful campaign

Remember our goal is

Brand Awareness

Solutions

Enrollment

There are only limited amounts of space available (up to 25 people)