

Annual Retention Planner

Annual Milestone/Event To Look Forward To:

Examples: Extra special in-class parent performance, on-stage recital experience (photos, costumes, etc.), award ceremony, year-end party.

| |
|--|
| |
|--|

Session or Quarterly Milestone/Event To Look Forward To:

Examples: New theme, in class parent performances, local performances, community events, award certificates, parties/special events

| Session/Quarter 1 | Session/Quarter 2 | Session/Quarter 3 | Session/Quarter 4 |
|-------------------|-------------------|-------------------|-------------------|
| | | | |

Monthly Milestone/Event/Variety To Look Forward To:

Examples: New themes, coloring pages, prop reveal, etc.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| | | | | | | | | | | | |

Additional Personal Touchpoints:

Examples: birthday card, holiday card, year-end thank you card.

| |
|--|
| |
|--|

Annual Retention Planner

| Communication Calendar | | |
|-------------------------------|--------------------------|--|
| Month | Events To Promote | Media |
| January | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| February | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| March | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| April | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| May | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| June | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| July | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| August | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| September | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| October | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| November | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |
| December | | <input type="checkbox"/> Email <input type="checkbox"/> Flyer/handout <input type="checkbox"/> Verbal <input type="checkbox"/> Social Media <input type="checkbox"/> Other: |