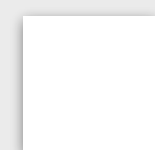


# Step 4 - Communication

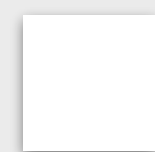


Please find listed below the recommended actions that you need to take during this step of implementation:



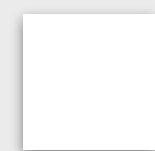
## Chase your Engaged Customers

Follow up with any engaged customers from your Junior Academy aigns that may not have reserved a place yet on your Junior Academy. This will act as timely reminder and drive those sales.



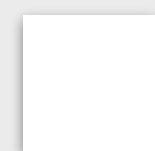
## Repost on Your Social Channels

Keep your social media channels up to date and get your social media guru at your club to repost information about your Junior Academy on the range of social channels available.



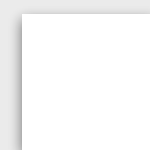
## Re-send Your Share your Targeted Communications and Flyers

Remind these customers about your Junior Academy and this may spark them to contact you and sign up by resending your communications and campaigns.



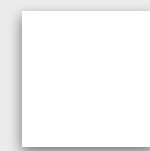
## Send Your Sign Up Communication

Distribute to those who are already registered on the Junior Academy important information about the program. As new signs up come in, you will need to send ensure that you send this to each participant. This is available within the Junior Academy page.



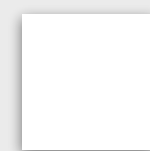
## Edit and Use the Junior Academy Sign Up Template

This is available within the Junior Academy Junior Academy page and includes information regarding the Welcome Pack.



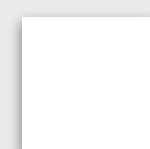
## Download, Edit & Attach the Junior Safeguarding Pack

This is vital information to ensure that you have the important information relating to each child. This is available within the Junior Academys Junior Academy page.



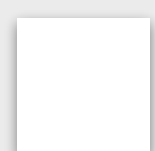
## Distribute the JGA Overview and Monthly Parent Guide

Send to your participants the Overview guides so they can understand the Junior Programs and specifically the Junior Academy program. You will find the in the Junior Academy page.



## Distribute the MyGame+ Flyer

Attached to your communication the MyGame+ Flyer which gives parents and the child further information about how they can track their journey on the program via the GLF. Connect App.



## Request a Follow Up Communication from your Club Contacts

If you still have places available on your Junior Academy, ask your club contact to help you fill those last few spaces with a follow up communication to their marketing channels.