

**THIS
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CAN**

With



Do you want to attract more female members?

Can you set up a new women's-only class?

Do you want to expand in a new area of town?

Do you want to raise more money for your club?

Do your current female members want extra training?

Can you encourage more women to get active and stay safe?

**British Taekwondo needs your help to
deliver our new **kickSister** programme.**



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- **kickSister** can be taught by Taekwondo members from Blue belt
- **kickSister** is a female-only programme from aged 11+
- **kickSister** offers a cardio workout, toning exercises and personal safety training through simple self-defence moves
- **kickSister** provides a soft-entry into Taekwondo, and allows ladies to join the full class at Yellow Belt
- **kickSister** appeals to exiting female members who want extra training
- **kickSister** ambassadors are existing female members who will encourage and support new **kickSisters** to get active
- Funding is available to get your **kickSister** programme started!

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We will give you all of the resources you need to deliver a great **kickSister** programme:

- Lesson plans to kick-start your new class using fun, fitness, friendship and Taekwondo
- A starter pack of marketing materials to attract a new audience from your local community, including
 - 250 **kickSister** flyers
 - 1 **kickSister** pop-up banner
 - 1 **kickSister** outdoor banner
 - E-posters to use in marketing campaigns
- Opportunities to buy more flyers and banners
- 1 **kickSister** Instructor t-Shirt
- 2 **kickSister** t-Shirts for your Club Ambassadors
- Membership cards for every **kickSister**
- An administration pack containing welcome letters, membership forms, advertising tips and advice on giving good customer service.
- Tools to monitor and evaluate sessions, including attendance registers, data collection forms, participant surveys and instructor feedback forms.



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In return, we want you to:

- Do a bit of local market research to find out if there is a need for a female only class in your area – ask friends, work colleagues and mums of existing members, check out any online community groups like www.streetlife.com
- Find out how much other ‘fitness’ classes are charging so that you price your offer appropriately
- Advertise your new class in places where women and girls go – mother and toddler groups, café’s, nail bars, hairdressers, schools (girls only PE classes), colleges, universities, leisure centres, gymnasiums, other female sports leagues
- Use the **kickSister** press release to advertise your new class in the local ‘free’ newspaper and on local authority ‘sports and physical activity’ websites
- Tell us when and where your **kickSister** class will be taking place and we will use **kickSister** Facebook and Twitter sites to promote it on your behalf
- Complete and return the monitoring and evaluation paperwork on a monthly basis
- Pay British Taekwondo £5 per **kickSister** to register (and insure) your new **kickSisters** and on our national database!

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Find out what they are saying on our [kickSister](#) Facebook and [@kickSister](#) Twitter sites!

"It's a fun & relaxed class with a purpose!"



"It's different every week!"



"Really fantastic programme, love it!"



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What are you waiting for?

Simply complete and return the KickSister Class Application Form.

We will contact you to discuss your marketing resources and **kickSister** t-shirts for you and your ambassadors.

Send us your **kickSister** application forms and we'll send out **kickSister** membership cards and **kickSister** t-shirts.

If you have any further questions please contact debbie.smith@britishtaekwondo.org

