

# SALES & MARKETING EXECUTION GUIDE NOVEMBER 2024



# MONTHLY CHECKLIST

- ☐ Update Splat TV
- ☐ Update your Studio Marketing Calendar (Plan social posts)
- ☐ Review Execution Guides
- ☐ Print and complete the November SGL internal calendar
- ☐ Prepare your Newsletter for November on Radiate
- ☐ Print and hang up NEW locker inserts
- ☐ Update Community Wall/Sandwich boards for November
- ☐ Promote local events(s) on social media (Review Weekly Social Content Calendar)

## NOVEMBER 1st - 30th

- November 1st: Member's Choice Workout, Member Milestone Pop-Up Shop Link Available, November Next Month Free Promotion Begins
- November 1st - 6th: Member Milestone Pop-Up Shop Ordering Window
- November 5th: OTF Gives Back
- November 7th: 200-Meter Row Benchmark
- November 11th: Veteran's Day
- November 12th: 12-Minute Tread Benchmark
- November 13th: World Kindness Day
- November 13th & 14th: Portal Training with Chenoa
- November 14th: Orange Nation Webinar
- November 15th: First Day to Register for 12 Days of Fitness, National Philanthropy Day
- November 19th: OTGP December Webinar, Black Friday Execution Guide Released
- November 20th: 5x5 Workout
- November 28th: Thanksgiving Day
- November 29th: Black Friday
- November 30th: November Next Month Free Promotion Ends



# NEXT MONTH FREE

PREMIER AND ELITE NEW JOINS ONLY

## ***PROMOTION OVERVIEW***

We get it. Being new is scary. People like routine, being comfortable, and knowing exactly what to expect. That's why Orangetheory Fitness has set out to be the most inclusive and beginner-friendly place to workout. It's time to celebrate the newbies. The beginners. The first-timers. The never-havers.

## ***PROMOTION OBJECTIVES***

- Increase volume of leads
- Drive member growth

## ***STUDIO GOAL***

- Increase volume of leads
- Maximize number of New Joins

## ***PROMOTIONAL WINDOW***

- November 1st - November 30th, 2024

## ***PROMOTION OFFERS***

Join Now, Get NEXT MONTH FREE! (With the Purchase of an OTbeat™ HRM)

## ***TIMELINE***

- 10/18 - 10/31
  - Review Execution Guide
  - Print Membership Addendum
  - Role Play Offer
- 11/1 - November Next Month Free Promotion Begins
- 11/30 - November Next Month Free Promotion Ends

## **MEMBERSHIP ADDENDUM**

# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

### ***TERMS AND CONDITIONS***

- Promotion valid from November 1, 2024 - November 30, 2024.
- Promotion valid for one time use only and limited to new members. A “new member” includes first time visitors, missed guests, and former members (i.e., winbacks) who join at the Premier or Elite membership levels.
- Winbacks must not have had an active membership for sixty (60) days prior to re-enrollment during the promotional period listed above.
- The new member must join at the Premier or Elite membership level during the promotional period listed above AND purchase an OTbeat™ Heart Rate Monitor (“HRM”) at point of sale to qualify for second month of membership free.
- Premier and Elite membership options may include memberships purchased at regular month-to-month retail rates, 6-month membership, Family Add On and/or Corporate Rates.
- Qualifying HRMs include OTbeat Core, OTbeat Burn and OTbeat Link and HRM payment plans are acceptable under promotion where offered by the applicable studio.
- Former members may have the HRM purchase requirement waived upon providing proof of prior purchase.
- Membership sign-up date cannot be post-dated from actual membership start date. Membership Addendum for the November Promotion is required and must be signed by the new member in addition to the applicable standard Membership Agreement.
- Standard membership cancellation policies apply as stated in the applicable Membership Agreement for the studio where membership is purchased. To remain eligible to receive the second month of membership free in cases where the applicable cancellation policy requires 30-Day's advanced notice, the new member must hold the Premier or Elite Membership for two (2) months, e.g., the new member must purchase and retain Premier or Elite Membership for one (1) month to receive the second month free.
- All other provisions of the Membership Agreement will remain unchanged. The financial parameters of the Membership Agreement will automatically revert to their original form at the conclusion of the second month of membership.
- Promotion available to local residents only.
- Promotion void where prohibited by law.
- Restrictions may apply.
- Orangetheory Fitness reserves the right to modify, change, or cancel this promotion and these Terms and Conditions at any time, in its sole discretion with or without notice.



# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

## PROCESSING THE PROMOTION

### OVERVIEW

The pricing option (MBO contracts) for prospects will be dropped into your studio's Orangebook/MBO site for the promotional period. Studios should prepare Membership Agreements for the respective memberships along with the applicable Membership Addendum for the November promotion.

### PRICING OPTIONS IN ORANGEBOOK & MBO

- NMF2024 Premier Membership
- NMF2024 Premier FAO Membership
- NMF2024 Premier 6 Month Membership
- NMF2024 Premier Corporate Rate Membership
- NMF2024 Elite Membership
- NMF2024 Elite FAO Membership
- NMF2024 Elite 6 Month Membership
- NMF2024 Elite Corporate Rate Membership

### LEAD SOURCE IN ORANGEBOOK

Leads for this campaign will come through Orangebook.

- Leads who submit through online booking, will show up as a "Web"

**NOTE:** Any other leads interested in this promotion (outside of leads generated through digital) should be entered in Orangebook through our normal lead creation process.

### CONVERTING TO MEMBER IN ORANGEBOOK

1. Navigate to the Leads tab. Locate and click on "Convert to Member" link on the left-hand side

The screenshot displays the Orangebook interface for a lead named David Belle. On the left, a sidebar contains a 'Next Follow Up: 06/24/2020' section with a 'Call:' dropdown menu showing 'SM Uat One', 'New Assigned', and 'Red Hot Lead'. Below this are buttons for 'Book Intro' and 'Convert to member', with the latter highlighted in red. At the bottom of the sidebar are 'HOME' and 'CALL' icons. The main area on the right contains a form with fields for 'Street Address', 'State/Province/District', 'ZIP', 'Mobile Phone', 'Home Phone', 'Contact Preference', 'Objections', and 'Other'. A 'Sub-Collection Source' field is also visible at the bottom right.

# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

### PROCESSING THE PROMOTION

2. Complete the Required Fields, including the appropriate promotional membership:

Convert to member:

Orange Elite Membership

Packages

Billing Information

CONFIRM

**Please note:** The 2nd month autopay changes will be handled automatically every 2 weeks from the Service Desk team for all studios who have these pricing options retailed out and have met HRM criteria correctly. These membership pricing options will show in Orangebook once a sync between MBO & Orangebook happens post price drop.

### RETAIL COMPONENTS

#### RETAIL OTBEAT IN MBO

Retail > Products > OTbeat Burn/Core

Add Item

Pay for another client

Products Services Memberships / Pack... Payments/Gift Ca...

All products Favorites

All Categories

otbeat

Search

OTbeat Burn (NA / NA) In Stock: 89

Price 119.00

Quantity 1

Subtotal \$119.00

Discount \$0.00 0.00 Percent

Tax \$8.33 No Tax

Total \$127.33

Add Item

- Review [OTbeat Payment Plan Execution Guide](#) as an option for the new join

# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

### PROMOTION FAQs

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**Q: Can the November promotion be applied to Corporate / Family Add-On / 6 Month rates?**

A: Yes, this promotion will apply to all Elite and Premier Membership types.

**Q: Are we allowing current Basic and Elite members to upgrade to take advantage of the November promotion? Example: can a current Elite member upgrade to Premier Membership and get their second month free?**

A: No. Only non-members (i.e., first time visitors and missed guests) and former members (i.e., winbacks) are eligible to take advantage of the November promotion. Active or current members are not eligible to take advantage of the November promotion.

**Q: Can the promotional Membership Agreement under this Next Month Free offer be post-dated?**

A: No. Per the Terms and Conditions above, memberships cannot be post-dated for the November Promotion. Any memberships for this promotion that are post-dated will be considered non-compliant.

**Q: I have an Intro that wants to join with a Premier Membership, can we also offer the Quit Free Guarantee (QFG) with the November promotion offer?**

A: Absolutely! Keep in mind, all [requirements for QFG eligibility](#) still apply in addition to the November promotion eligibility requirements.

- Only valid for first-time Premier Members who complete twelve (12) sessions within one (1) month of membership start date.
- All twelve (12) sessions must be completed at home studio.
- OTbeat wearables and other retail sales are not refundable.
- Member must notify his or her home studio within one (1) month of paid membership start date in order to be eligible for the immediate cancellation referenced above.

**Q: Do Intros/Prospects have to purchase an OTbeat to get their next month free?**

A: Yes, any redemption of the November promotion without an OTbeat sale processed on the same day, will be considered non-compliant.

**Q: Can we process the November promotion without an OTbeat?**

A: If the OTbeat is not processed on the same day as the November promotion, the sale will be flagged as non-compliant. The next month free offer requires membership purchase and the purchase of the OTbeat HRM. If the intro or prospect does not want to purchase an OTbeat on the same day, they will not be eligible for the promotion.



# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

### PROMOTION FAQs

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**Q: What if I have a member that joined the day before 11/1, paid full price for their OTbeat, and wants the next month free? Can we offer this to them even though they joined on 10/31?**

A: No, as the November promotion runs from 11/1-11/30, any members who join outside of this promotional period will not be eligible for the next month free offer. Our marketing materials will clearly state the dates of the promotion under the Terms and Conditions. Keep in mind, it is important to not stop business as usual leading up to the promotion.

**Q: Can we offer the November Promotion to Winbacks?**

A: Yes, as mentioned in the Terms and Conditions, the November promotion is available to Winbacks as long as they have not had an active membership for sixty (60) days prior to the re-enrollment date.

**Q: If a Winback wants to rejoin, do they still have to purchase an OTbeat Heart Rate Monitor?**

A: If a Winback has *not* previously purchased an OTbeat HRM, they will be required to purchase an OTbeat. If the Winback *has* purchased an OTbeat HRM, they will not be required to purchase a new OTbeat HRM.

- To check their purchase history simply find their member profile in MBO and search under purchases.
- If a Winback did purchase an OTbeat HRM previously, we highly recommend they purchase a new updated version to optimize their experience within the studio.

**Q: Do current Package Holders qualify for the November promotion?**

A: Yes. However, this promotion requires the purchase of an OTbeat HRM if the Package Holder does *not* have a previous OTbeat HRM purchase. If the Package Holder fulfills the requirements, studios can offer this to Package Holders.

**Q: Does a Package Holder have to purchase a full price OTbeat HRM to receive their second month of a Premier or Elite Membership free?**

A: Yes, if the Package Holder does *not* have a previous OTbeat HRM purchase they are required to purchase an OTbeat HRM. If they *have* purchased an OTbeat HRM previously, they are not required to purchase an HRM.

**Q: Will the \$50 Off First Month of Premier be applicable with the Next Month Free Offer?**

A: No, the \$50 off first month Premier will be turned off for the duration of this promotional period.

# NEXT MONTH FREE

## PREMIER AND ELITE NEW JOINS ONLY

### PROMOTION FAQs

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**Q: A New Join purchased the November promotion digital/online, do they still need to purchase an HRM?**

A: Yes, please ensure that they are following the OTbeat HRM requirement for redemption of the promotion. The online join web flow directly outlines that a purchase of an OTbeat heart rate monitor is required to receive the next month free and to visit the local studio to fulfill that requirement. As soon as a digital join hits the studio manager inbox, this is the first opportunity to welcome them to your studio and reinforce the HRM requirement. Check out the Digital Join OTbeat HRM Scripting for further details.

**Q: Does an Addendum need to be completed alongside the Membership Agreement?**

A: Yes, to document the change in standard membership charges for the promotion, please have the new member sign the addendum, upload the signed copy to their membership profile and provide the member with a signed copy.

# EVERGREEN PROSPECT OFFERS

## FIRST CLASS FREE & RISK-FREE GUARENTEE

### **FIRST CLASS FREE & RISK-FREE GUARENTEE**

Get your first class FREE (new, local guests). Try OTF for 30 days, love it or get your money back!

### **RISK-FREE GUARENTEE - TERMS AND CONDITIONS**

- Only new members (i.e., first time visitors, prospects, and missed guests) who sign up for a Premier Membership, are eligible for a 30-Day Money Back Guarantee subject to these Terms and Conditions. Premier Membership includes membership purchased at regular retail rates, 6-month membership, Family Add On and/or Corporate Rates.
- Prospects are qualified leads who, through two-way interaction, have shown specific interest in Orangetheory Fitness.
- Missed guests are active leads who took an intro session but did not close. There is no cut off for how much time has elapsed since an active lead took his or her latest intro session.
- Member must complete 12 classes at his or her home studio within the first 30 days of membership to be eligible for a refund of member's monthly membership dues.
- The first class may be taken at no charge.
- OTbeat Heart Rate Monitor purchase is recommended but not required.
- OTbeat wearables and other retail sales are not refundable.
- Member must contact his or her home studio to request a refund of the monthly dues within 30 days of membership purchase.
- Standard membership cancellation policies apply as stated in the applicable Membership Agreement for the studio where membership is purchased.
- Promotion void where prohibited by law.
- Promotion available at participating studios only.



# EVERGREEN MEMBER OFFER

## EVERGREEN REFERRAL OFFER

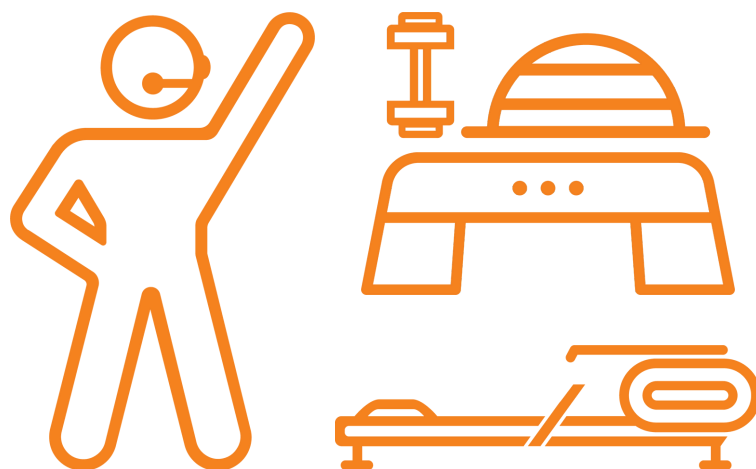
### **EVERGREEN REFERRAL OFFER**

Refer a friend or family member, and if they join as a Premier or Elite member, get \$50 off your next month's membership dues!

### **EVERGREEN REFERRAL OFFER - TERMS AND CONDITIONS**

- Standard membership cancellation policies apply as stated in the applicable Membership Agreement for the studio where membership is purchased.
- Promotion not available to package holders.
- Offer void where prohibited by law.
- Orangetheory Fitness reserves the right to modify, change, or cancel this program and these Terms and Conditions, including the amount of the Referral Discount, at any time, in its sole discretion with or without notice.
- The Referral Discount may be applied multiple times in a single month for each new member referred, subject to these Terms and Conditions. The referral Discount must be tracked using the unique referral code associated with the active member's Orangetheory Fitness account.
- If the dollar amount of Referral Discount(s) exceeds the active referring member's monthly membership dues for a given month, the additional discount(s) will be applied to the active referring member's monthly membership dues for the following month.
- The dollar amount of the Referral Discount is subject to change at any time, in Orangetheory Fitness' sole discretion, with or without notice.
- The financial parameters of the active referring member's Membership Agreement will automatically revert to their original form beginning the month which directly follows the month the Referral Discount(s) is applied with all other provisions of the Membership Agreement remaining unchanged.
- New member being referred must join Elite or Premier for active recurring member to receive discount.
- New member does not need to purchase membership at the same home studio as the active referring member. (US studios only)

# ***FITNESS***





# 12 DAYS OF FITNESS



## OVERVIEW:

12 Days of Fitness is a fitness program that encourages members to attend 6 out of 12 workouts from December 1st through 12th. Each day is a fun themed workout to help members get through the holiday season. Members who complete 6 out of 12 days of the challenge will receive a sticker and an aluminum hot/cold mug.

## OBJECTIVES:

- Drive member registrations
- Increase studio utilization

## DETAILS:

- Registration begins November 15th, 2024
- Challenge runs from December 1st to 12th, 2024
- Participants will pay a \$15 registration fee (normal class fees apply)
- Registered participants who complete at least 6 out of 12 workouts offered during 12 Days of Fitness will receive a sticker and an aluminum hot/cold mug
- More information to come as OU and Brand Central are updated!







## REGISTRATION SHEET







## 12 DAYS OF FITNESS AT A GLANCE

 <b>OVERVIEW</b>	<p>Welcome to the 12 Days of Fitness — where we're bringing back the best workouts of 2024! From December 1-12, we are "unwrapping the very best of the year" all over again. Get ready for members' favorite power workouts, specialty sessions, and more! Members are encouraged to register and complete six (6) classes out of twelve (12), and those who successfully complete the challenge will earn one (1) aluminum hot/cold mug and one (1) sticker.</p>
 <b>OBJECTIVES</b>	<ul style="list-style-type: none"><li>• Drive member registrations   Goal: 10% of member base</li><li>• Drive studio utilization by leveraging weekly workout criteria minimums (minimum 6 of 12 classes)</li></ul>
 <b>DATES</b>	<ul style="list-style-type: none"><li>• <b>Registration:</b> November 15 – December 7, 2024</li><li>• <b>Event:</b> December 1 – December 12, 2024</li><li>• <b>Studio:</b> Studios open at least sixty (60) days are required to participate and will be included in all auto-shipments of 12 Days of Fitness merchandise. The studio that charges the registration fee is responsible for distributing merchandise to its registered participants.</li><li>• <b>Member:</b> Registration is open to all members (i.e., recurring members, package holders, and partner members).</li><li>• <b>To Participate:</b> Registration through the OTF mobile app or MBO is required. Participants must pay a \$15 registration fee. The 12 Days of Fitness registration fee includes retail incentives for each participant. Participants who complete six (6) of twelve (12) classes will receive one (1) aluminum hot/cold mug and one (1) sticker from studio of registration. No more than one (1) class per day will count towards the six (6) of twelve (12) classes needed to complete the challenge.</li></ul>
 <b>ELIGIBILITY REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• Review the "<a href="#">How to Prepare</a>" section of the Execution Guide</li><li>• Ensure all participants have paid the \$15 registration fee, and participant bundles are tracked and retailed out in MBO as participants complete the Challenge</li><li>• Participant bundle retail codes (US only)<ul style="list-style-type: none"><li>o Mug: 1548485-00</li><li>o Sticker: 1548431-00</li></ul></li></ul>
 <b>HOW TO PREPARE</b>	
 <b>LEARN MORE</b>	<ul style="list-style-type: none"><li>• <a href="#">Execution Guide</a></li><li>• <a href="#">Brand Central (US)</a> / <a href="#">Image Relay (International)</a></li><li>• <a href="#">Terms &amp; Conditions</a></li></ul>

Last Updated: October 11, 2024

# ***MARKETING***



## NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	OTF GIVES BACK (ALL MONTH)				MEMBER MILESTONE POP-UP ORDERING WINDOW	2
3	4	INTRODUCE OTF GIVES BACK CAMPAIGN	6	7	8	9
10	11 VETERAN'S DAY/SPECIAL RECOGNITION FOR STUDIO VETERANS	12	13 WORLD KINDNESS DAY	14	15 12 DAYS OF FITNESS REGISTRATION BEGINS	16
17	18	19	20	21	22	23 NATIONAL ESPRESSO DAY/PARTNER WITH LOCAL COFFEE SHOP
24	25	26	27	28 THANKSGIVING DAY	29 BLACK FRIDAY DEALS	30 SMALL BUSINESS SATURDAY/ PARTNER WITH LOCAL SELLERS

[DOWNLOAD NOVEMBER 2024 INTERNAL CALENDAR TEMPLATE](#)

# NOVEMBER CALENDAR

## EXTERNAL - SOCIAL MEDIA FACING

\*A reminder that the calendar must be OTF identifiable. Please do not change the orange banner of the calendar to a different color\*

NOVEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 MEMBER'S CHOICE SPECIALTY WORKOUT	2
3	4	5 OTF gives back!	6	7 200M ROW BENCHMARK CHALLENGE	8	9
10	11 Happy Veterans Day	12 12-MIN TREAD BENCHMARK CHALLENGE	13 WORLD Kindness DAY	14	15	16
17	18	19	20 5X5 SIGNATURE WORKOUT	21	22	23
24	25	26	27	28 Turkey	29 BLACK FRIDAY STRENGTH IN NUMBERS SIGNATURE WORKOUT	30

[DOWNLOAD NOVEMBER 2024 CALENDAR TEMPLATE](#)

# SOCIAL MEDIA CAPTIONS

REMINDER - GET CREATIVE WITH YOUR CAPTIONS! **RED** MEANS YOU MUST POST ON THAT DAY ABOUT THE TOPIC MENTIONED.

## ☐ #1 FRIDAY, NOVEMBER 1ST: MEMBER'S CHOICE WORKOUT

- Tough decisions only make you stronger! 🤝 No matter what adventure you chose, you did it together! Comment below what YOU picked today. #MemberChoiceWorkout
- Suggestion: Brag Board: "Decisions, decisions, decisions!" Or "It's up to YOU!"

## ☐ #2 MONDAY, NOVEMBER 4TH: NEXT MONTH FREE PROMO

- JOIN NOW, GET YOUR NEXT MONTH FREE 🌟 Being new can be scary. Many people like routine, being comfortable, and knowing what to expect next. At OTF [Studio Name], our coaches and staff are ready to help you kickstart your fitness goals in a fun, inclusive environment. Whether you're a newbie or a former member looking to get back on track, the time is NOW! Call or text us at [Phone Number: XXX-XXX-XXX] and we'll set you up to start today! ❤️
- Suggestion: Next Month Free Graphic (insert your studio's own photo).

## ☐ #3 TUESDAY, NOVEMBER 5TH: OTF GIVES BACK

- OTF [Studio Name] GIVES BACK ❤️ Help us bring #MoreLife to our community! We've partnered with our friends at [Organization Name] to [raise funds, collect food, etc.] from [date] to [date], and we need your help! Any donation makes a difference 🤝
- Suggestion: Images of partner organization, link to partner organization's website.

## ☐ #4 THURSDAY, NOVEMBER 7TH: 200M ROW BENCHMARK

- WATER you ROWING for? 🌊 Half the battle on benchmark day is just showing up! We are so proud of all of our wonderful members who gave their most POWERFUL effort today for the 200-meter row benchmark. Congrats on pushing past your comfort zones and chasing down new personal bests! 🎉
- Suggestion: Brag Board: "WATER you ROWING for?" Bonus points for adding waves.

## ☐ #5 FRIDAY, NOVEMBER 8TH: 200M ROW BENCHMARK STATS

- BEEN THERE, ROWED THAT 🏆🔥 We are SUPER impressed with the WORK you put in yesterday for the 200-meter row benchmark. Take a look at OTF [Studio Name]'s leaderboard and our most improved members to see how you stacked up!
- Suggestion: Post stats using 200m Leaderboard Photo Cover.



## ☐ **#6 MONDAY, NOVEMBER 11TH: VETERANS DAY**

- We're remembering their sacrifices, today and always. Thank you to all of the brave and inspiring veterans at OTF [Studio Name] and beyond! ❤️💙
- Suggestion: Brag Board: "Thank you, veterans." Or "Honoring all who served."

\*Highlight members in your studio who are veterans with an additional social media post\*

## ☐ **#7 TUESDAY, NOVEMBER 12TH: 12-MINUTE TREAD BENCHMARK**

- You make it look FUN! 🤪 Way to tackle that 12-minute tread and pass that finish line. 🏁 We're so proud of all of the awesome members who came in and gave it their all. Congrats on setting new records and giving it your best effort!
- Suggestion: Video collage of members running on the treads.

## ☐ **#8 WEDNESDAY, NOVEMBER 13TH: 12-MINUTE TREAD STATS**

- You came, you ran, you CONQUERED! 🌟🏆 We're BEYOND excited to our members ROCK the 12-minute tread. Take a look at OTF [Studio Name]'s leaderboard and our most improved members to see how you stacked up!
- Suggestion: Post stats using 12min Leaderboard Photo Cover.

## ☐ **#9 WEDNESDAY, NOVEMBER 13TH: WORLD KINDNESS DAY**

- It's COOL to be KIND! 😎 Today is World Kindness Day, and we're celebrating by sharing MORE LIFE at OTF [Studio Name]. We can't thank our amazing members enough for sharing their light with us everyday, both inside the studio and out! ❤️ Tag a friend in this post to let them know how INCREDIBLE they are!
- Suggestion: Studio Staff with Brag Board: "You're the KIND of people we love!"

## ☐ **#10 FRIDAY, NOVEMBER 15TH: NATIONAL PHILANTHROPY DAY**

- Today is #NationalPhilanthropyDay, and all November we're partnering with [Organization Name] to [raise funds, collect food, etc.] for [cause]! You can help us positively impact our community from [date] until [date] at OTF [Studio Name] by [donating, volunteering, etc.]. Let's lend a helping hand together! 🙌
- Suggestion: Post photo update of philanthropic efforts.

## ☐ **#11 FRIDAY, NOVEMBER 15TH: 12 DAYS OF FITNESS REGISTRATION BEGINS**

- OTF [Studio Name] is here to get you through the holiday season! Today is the FIRST DAY to register for 12 Days of Fitness, December 1-12 🌨️ When you complete 6 out of 12 workouts (or more), you'll earn a limited edition gift: A thermal mug, perfect for keeping your hot chocolate warm and your eggnog cold. Now that's some festive cheer! 🎁 Register for 12 Days of Fitness now to guarantee your special gift.
- Suggestion: Corporate Promo Teaser Video (Add Link)



### **#12 WEDNESDAY, NOVEMBER 20TH: 5X5 WORKOUT**

- The lucky number is... 5! OTF [Studio Name]'s members crushed this special workout to get over the midweek hump, and it did not disappoint. We loved seeing you PUSH yourselves under the orange lights today ❤️
- Suggestion: Brag Board: Drawing of a Bingo card with only the #5.



### **#8 THURSDAY, NOVEMBER 28TH: THANKSGIVING**

- Happy Thanksgiving OTF [Studio Name] family! 🦃 We're SO thankful for YOU and the energy you bring to our studio each and every day ❤️ Enjoy the holiday, eat good food, and have lots of fun with your family and friends today! 😊🍰
- Suggestion: Brag Board: "I'm thankful for OTF [Studio Name] because..." members write/add sticky notes with their favorite things about your studio.



### **#9 FRIDAY, NOVEMBER 29TH: BLACK FRIDAY**

\*Reference Black Friday Execution Guide, coming November 19th\*



### **#10: FRIDAY, NOVEMBER 29TH: STRENGTH IN NUMBERS WORKOUT**

- Now that's some serious STRENGTH! 💪 Our members CRUSHED Orangetheory's global rowing challenge while finding strength in numbers across the room. We're SO proud of you for giving your all today and every day, and we LOVE having you as a part of our OTF [Studio Name] family. Remember, we're stronger together! 🙌
- Suggestion: Brag Board: "Do the math... we're stronger TOGETHER!"

# NOVEMBER COLLATERAL

## **NEXT MONTH FREE**

NEXT MONTH FREE EMAIL SCRIPTS

NEXT MONTH FREE TEXT SCRIPTS

- With text graphics!



NEXT MONTH FREE FLYERS

- Insert your studio's pictures!

NEXT MONTH FREE GRAPHICS

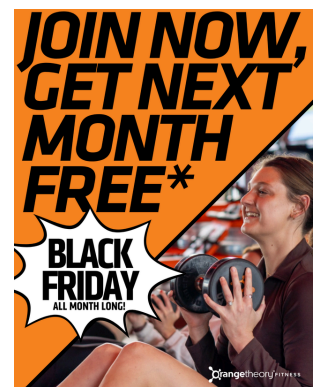
- Insert your studio's pictures!

NEXT MONTH FREE POSTCARDS

- Insert your studio's pictures!

### In Studio Sell Sheets

- Midwest
- North Carolina



**BLACK FRIDAY COLLATERAL COMING SOON!**

- Black Friday Execution Guide coming November 19th.

# NOVEMBER ACTIVATIONS

## OTF GIVES BACK

- Partner with a local nonprofit organization to give back to your community during the month of November!
- National Philanthropy Day - Friday, November 15th
- Thanksgiving - Thursday, November 28th
- Below are a few ideas if you need help...
  - Website to Find Local Food Banks (Feeding America)
  - Sneaker Impact (Sneaker Recycling) Website
  - Participate in a Local Turkey Trot/Run
  - Website to Find Local Habitat for Humanity Builds
  - North Carolina Disaster Relief Fund (Hurricane Recovery)
  - American Red Cross Donation Portal



## STUDIO VOLUNTEER DAY

- Organize a weekend volunteer day for studio staff and members.
- You may want to partner with the same local nonprofit organization you selected to partner with for the OTGP Gives Back campaign.
- Wear OTF swag and take a group photo to post on social media.

## STUDIO STAFF FRIENDSGIVING

- Host a studio staff Friendsgiving after your studio's all-staff November meeting.
- Have everyone make and bring their favorite Thanksgiving dish!
- Write on community wall tiles what each staff member is thankful for and post on social media.

## BLACK FRIDAY OFFER COMING SOON!

- Black Friday Execution Guide coming November 19th.
- **Retail items will be 50% off. Code: OTF50**

**BLACK  
FRIDAY**

# MEMBER MILESTONE POP-UP

It's time for our 4th and final 2024 Member Milestone Pop-Up ordering window!

## **ORDERING WINDOW**

- November 1st - 6th, 2024

Link to order will be emailed to Studio Managers on 11/1/24 and added to BaseCamp.

## **REMINDERS**

- Create a gross estimate of how many Member Milestone items (stickers, tumblers, backpacks, blankets, etc.) your studio will need for the next 90 days.
- Once those quantities are determined, Studio Managers will place an order in the designated ordering window on the Member Milestone Pop-Up link for all the items that they need to fulfill projected milestones.
- Items will be shipped directly to your studio.
- Your RAMP card will NOT be used for the transaction.
- Accounting Team will allocate the total spend to your studio's marketing budget.
- Total spend will be deducted from your monthly marketing budget and spread throughout the quarter. Please track this on your monthly spend budget tracker.

## **HOW-TO: PROJECT UPCOMING MILESTONES**

In the Studio Portal, navigate to: Studio Performance --> Business Health --> Active Member Drop Down --> Filter Class Count

- Export to Excel before filtering

## **MEMBER MILESTONE PROGRAM EXECUTION GUIDE**

