SAFE SITTER
marketing
your program
When first beginning to market your Safe Sitter® classes, it is helpful to focus on the 4 Ps of marketing: product, price, place, and promotion.

**PRODUCT**

Describe What The Class Offers

Safe Sitter® prepares students in grades 6–8 to be safe when they’re home alone, watching younger siblings, or babysitting.

Students learn life-saving skills such as how to rescue someone who is choking, and helpful information like what to do if there is severe weather. The lessons are filled with fun activities and role-playing exercises. Students even get to use CPR manikins to practice CPR or choking rescue!

**PRICE**

Determine the Right Fee

Research similar programs in your area (i.e. CPR/AED classes) to determine an average for your area. Don't set your fees too high or too low. Setting them too high may hinder parents from registering their children while setting them too low may drive registration but hinder attendance. Remember that you are offering a valuable service to your community and set your prices accordingly.
Add Satellite Sites
A satellite is just another location, such as a church or school, in your community or surrounding communities where Safe Sitter® classes can be taught by your Instructors. You may find that local organizations, who are unable to take on the responsibility of becoming a Teaching Site, welcome the opportunity to have classes taught by skilled Safe Sitter® Instructors at their facilities.

Request Co-Branded Marketing Flyers
Utilizing co-branded materials lends credibility to your organization’s name and the service you are providing.

Safe Sitter® is a national organization that is held in high regard by the medical and educational communities.
Scheduling Classes

CLASS DATES
Schedule classes during school breaks, holidays, and in-service days.
- Fall Break
- Veterans Day
- Winter Break
- Dr. Martin Luther King, Jr. Day
- Spring Break
- Good Friday

CLASS TIMES
Schedule classes to begin after 9 am. Research has shown that students tend to be well-rested, alert, and better able to focus when classes start at this time.

When teaching Safe Sitter® as a modular program (afterschool, extracurricular, etc.), offer each class for no more than two hours per day.
We can create co-branded, customized flyers and graphic images for you to market your program, recruit students and Instructors, and use on your website and social media pages. This is a free service.

If you would like marketing collateral, complete a Marketing Request Form, which can be found in the Instructor Resources section of our website. Each flyer can be customized with the class information and logo you provide to us.
The Instructor Recruitment Flyer includes contact information for Instructor training, and helps recruit Instructors by listing the benefits of teaching Safe Sitter®.

The Class Advertisement Flyer includes your contact information, class date, time and location, and provides a short description of Safe Sitter® and how students are taught.

The Class Content Flyer includes your contact information and provides descriptions of what students learn in Safe Sitter’s four main content areas: Safety Skills, Child Care Skills, First Aid & Rescue Skills, Life & Business Skills.

The Graphic Image is suitable for websites or social media pages and allows you to advertise the date, time, and location of your class.

The Instructor Recruitment Flyer includes contact information for Instructor training, and helps recruit Instructors by listing the benefits of teaching Safe Sitter®.
Social Media

Use our suggested posts with a co-branded marketing image to promote your classes on your social media accounts. Tag Safe Sitter® on social media and we will share your post with our followers.

FACEBOOK AND INSTAGRAM:

• Do you feel comfortable leaving your young teen home alone - even for short periods of time? Register him for our upcoming Safe Sitter class on [date and time] and know he is ready to handle any situation that may come up when you aren’t home. [Insert link or registration instructions.]

• Are you ready for your young teen to start watching her younger siblings but you aren’t sure if she’s ready? Register her for our upcoming Safe Sitter class on [date and time] and have peace of mind that she is ready! [Insert link or registration instructions.]

• Is your young teen ready to start earning money? Register her for our upcoming Safe Sitter class on [date and time] to learn the safety skills she needs for herself and the children she is watching. [Insert link or registration instructions.]
TWITTER:

- Know your child is ready to stay home alone. Register him for @SafeSitter on [date and time] at [shortened URL for registration information].
- Make sure your child is ready to watch younger siblings with @SafeSitter. Class on [date and time] at [shortened URL for registration information].
- Learn the skills you need to babysit in our @SafeSitter class on [date and time] at [shortened URL for registration information].
**WEBSITE**

It might seem obvious, but when students look for a class through the Find a Class feature on the Safe Sitter® website, they want to find a class. Have a specific landing page for your Safe Sitter® classes on your website that is easy to find.

We have provided a sample class description for you to use:

Safe Sitter® prepares students in grades 6-8 to be safe when they’re home alone, watching younger siblings, or babysitting.

Students learn life-saving skills such as how to rescue someone who’s choking, and helpful information like what to do if there is severe weather. The lessons are filled with fun activities and role-playing exercises. Students even get to use CPR manikins to practice CPR or choking rescue!

**YOUR ORGANIZATION**

If you have outside visitors in your organization each day, put a stack of Safe Sitter® flyers about your classes in your lobby or post one on your bulletin board.
EXAMPLE EMAIL:

As a school administrator, you know that many of the students in your school are often home alone after school and some are even responsible for supervising younger brothers and sisters until their parents arrive home after work.

A Safe Sitter® class at [organization] can give your students the skills they need to be safe, and give their parents peace of mind, because Safe Sitter® prepares students in grades 6-8 to be safe when home alone, to be responsible for watching younger siblings, or to be ready to babysit. **Would you please distribute the attached flyer to students in your school to help promote this upcoming class?**
APARTMENT COMPLEXES/HOUSING COMMUNITIES

People just moving into the area may be interested in information about your classes. Some real estate professionals may work with local Welcome Wagons to welcome new residents and may be happy to include your information. Many neighborhood associations have social media pages and websites with event calendars to advertise upcoming classes.

COMMUNITY CALENDARS

Search online “My city/state Calendar of Events” or “Community Calendar” to find local community calendars. You can hand out flyers or slip sheets during community events and list your classes on the Calendar of Events. You can also approach local TV stations. They announce events as part of their Community Calendar. Many also allow you to submit information via their online form.

DENTAL AND MEDICAL OFFICES

Medical and dental offices that cater to young teens (pediatricians, orthodontists, etc.) interact with potential Safe Sitter® students every day. Ask the office manager if you can post a class flyer on a bulletin board in the waiting room or in an area near reading material.
LOCAL ORGANIZATIONS

Consider offering a class for the employees of your organization or other organizations in your community. They might not have a child to enroll in your class but they may have a grandchild or neighbor that could reap the benefits of Safe Sitter®.

PUBLIC BULLETIN BOARDS

YMCAAs, libraries, malls, restaurants, grocery stores, churches, and community centers often have public bulletin boards for community members to advertise their services. Talk with managers of local hangouts popular with young teens, such as bowling alleys and movie theaters, about posting class information in their facilities.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Send a PSA script to local radio stations. (Live copy is used extensively and inexpensively in radio.) You may also use the PSA during half-time announcements at school sporting events. Contact Safe Sitter® National Headquarters for copies of effective PSA scripts.