Keep Your Business Hopping with Jackrabbit

Many businesses, including youth activity centers, are seasonal. Your business may not align with the natural seasons of the year, however, it's important to take advantage of each season - a season to create, to grow, and to rest.

Keep your business hopping as each season changes; take the time to review and refresh to make the most of your Jackrabbit account. The resources and tips below will help you prepare to reopen if you have been temporarily closed or want to refresh your business for the next season. Jackrabbit is here to help!

Things to Consider

Will you need to make changes to classes/events offered for the upcoming season?
Running enrollment reports and comparing enrollment can help you spot enrollment trends. You may want to modify your class schedule for the upcoming season.

Is your business set to reopen after a prolonged closure?
In addition to the information provided here, check out **The Road to Reopening** to help you as you make this transition.

Are all family accounts up-to-date?
Everything changes with time. This is especially true with family information. Help keep your business running smoothly by periodically requesting your families update their information.

Do your website or class listings tables need a refresh?
Maybe your website is looking a little tired or out-of-date. You want to be sure the content is fresh and consistent, and it's important to include a call to action.

Things to Do

Review these key areas to help you create a plan to update and refresh your business for the upcoming season. Expand each section to see more information.

Expand/Collapse All

Classes/Enrollment

Run & Analyze Enrollment Reports	There are several **Enrollment Reports** that have been created to give you insights into current and historical class enrollment. It's helpful to create enrollment benchmarks, look for areas to improve drop rates, and where you can make additional improvements. • Review your **Drop History** by class, category, instructor, and more. • Email families who have not enrolled in any upcoming classes using the **Enroll History Report**. • **Blog Post** - ○ **What's Your Plan to Retain Customers at Your Youth Activity Center?** Analyze enrollment to look for low enrollment, high waitlists, and to recognize seasonal trends use the **Enrollment Detail Report**.

Create Your Class Schedule	Now may be the best time to consider combining classes or offering new and different types of classes. You want to maximize staffing and increase enrollment. Use the **Activity Calendar** to review your class schedule and decide on changes. Classes can be added right from the calendar!
	
	• **Class Sessions** make it easy to **Copy Multiple Classes at Once** and are a great way to group classes for reporting and analysis. You can have more than one active session at a time! Follow our step-by-step article, **Transition to a New Session of Classes**.
	• **Blog Posts** -
	   ○ **How to Restructure Classes at your Youth Activity Center for Reopening**
	   ○ **Essential Tips for Managing Class & Staff Schedules**

Archive Inactive Classes	It's a best practice to **Archive a Single Class** or **Archive a Group of Classes** when they are no longer active, and all tuition has been posted. Your student records will remain accurate, tuition fees won't post in error, and inactive classes won't "accidentally" appear on your website in your Class Listings Tables. **Email Students in an Archived Class** to let them know about a new class offering!
Update Apparel/Costumes/Supplies	The **Costume (Apparel) Management** module can help you manage your costumes, apparel, equipment, supplies, or materials. Contact our **Support Team** to clear this information from all class records.

Families/Accounts

Apply Payment to Fees	Check for **unapplied payments** and link fees to payments to help avoid confusion, avoid errors when collecting from your families, and give the payment a Category 1 (or revenue bucket) for accurate revenue reports. • Learn more about **Fee Linking** in Jackrabbit. • **Locate and Correct Unlinked Transactions**.
Review & Update Family/Student Fixed Fees	**Fixed Fees** give you the option to post a fixed tuition amount to students and/or families. Review and update fixed fees on a regular basis to maximize revenue. • Find Fixed Fees with the **All Families** and **All Students** pages and update multiple families at once using the *More (icon)* in the grid.

Review Omitted Families	Families can be **automatically omitted** from Post Tuition Fees and Process ePayments. Review and update your omitted families regularly. • There is a filter available in **All Families** that allows you to locate any family that has the *Omit from Transactions* setting selected.
Update User-Defined Fields	Create **user-defined** customized fields to capture and store family/student information that is not part of the *Family* or *Student* records, for example, association membership information, coupon codes, etc. • Clear one or more user-defined fields using the *More (icon)* for filtered families or students on the **All Families** and **All Students** grids. • Require new families to add information when enrolling in the **Online Registration Form**. • Require existing families to update their user-defined fields in the **Parent Portal**.
Update Student Grade Levels	Maintaining student grade levels can help you stay up-to-date with reports and skills. If you are not using **custom grade levels**, you can **mass update grade levels for all students**.
Update Family/Student Information	Family and Student information may be incomplete or outdated. This could lead to critical missed information. • Use the **All Families** and **All Students** grids to filter and sort your family/student data and send a message to the families that need updating. • Collect new measurements for students. Learn more about how to **Assign Sizes to Students**. Contact our **Support Team** if you need to clear *all* student sizes.

Review & Update Policies	Your company's legal policies and/or waivers are very important to keep up-to-date. • **Update Agreement Policy Text** as needed and require families to **Renew Policy Agreements** in the Parent Portal. • Send families an email request to log into their Parent Portal to renew updated policy agreements from the **All Families** grid (use the *Policy Status Data Visual* and *Send a Message* icon).
Move Families to the Lead File	Your monthly subscription is based on the number of active and inactive students you have in your account. Sending inactive families who haven't been active for more than 18 months to the **Lead File** may drop your account to a lower pricing tier. **Learn what information is retained when a family is archived to the Lead File.**

Routine

Add Closed Dates	You deserve to rest and recharge! Add **Closed Dates** in Jackrabbit to show when your facility will be closed. We recommend setting a yearly reminder to update this setting for consistency.
Adjust Daylight Savings Dates	If you observe daylight savings, you must **update your daylight savings dates** each year for Jackrabbit to adjust the time accordingly. We recommend setting a yearly reminder to update this setting for consistency.

Additional Considerations

Review & Refresh Your Website	Having an online presence is a proven way to help your business grow! Refreshing your website with an updated theme, new marketing approaches, etc. can increase engagement and enrollment. • Check out some Jackrabbit **Client Website Examples** for inspiration! • Learn more about **Online Class Listings (Tables)** with filters, sorting, adding or hiding columns, colors, and more. • Schedule an **Integration Assistance** call with our Online Integration Team for help with your HTML-based website at no additional fee. • **Blog Post** - ○ **Increase Enrollment: Marketing Strategies to Grow Your Student Base**
Social Media	**Follow Jackrabbit and Stay Connected** with the Jackrabbit Facebook Users Group, Jackrabbit Blog, and other social media to collaborate with your peers in similar industries. It's also a great way to keep up with Jackrabbit updates.
Online Jackrabbit Staff Training	We offer several **Staff Training Options**, including a self-guided **Jackrabbit Training System** for both you and your staff. Staff members can also get Jackrabbit certified!

Stay in Touch with Your Families

Whether your class schedule has changed, you've implemented new policy agreements, or you require your customers to update their account information, Jackrabbit makes it easy to communicate.

What's the best way to reach out to your tech-savvy and socially-minded millennial parents? Check out this blog, **How to Connect with Millennial Parents**, for some great marketing and messaging techniques.

Email Your Families/Accounts	Emailing is a great way to reach out to your families. You can request they update their family information or send them a reminder to log into the Parent Portal to agree to policies, view announcements, or enroll in classes for the upcoming season. • **Create email templates** • **Customize/Edit a Jackrabbit Email Template** • **Email Families** • **Blog Post** - ◦ **Powerful Email and Communication Features**

Parent Portal	The Parent Portal is designed to help you stay connected with your families when it's most convenient for them! You can send a public message to all families, a private message to specific families, and much more.
	
	• Here's how to **Get Started Using the Parent Portal**, including how to **Introduce Your Parent Portal** (instructional video to share with parents).
	• Learn more about using the Parent Portal -
	    ◦ **Parent Portal Communications - An Overview**
	    ◦ **Send a Public Message to All Parent Portals - News & Announcements**
	• **Blog Post** -
	    ◦ **Jackrabbit's Parent Portal Guide: Everything You Need to Know About Connecting with Parents**

If you have questions about the information included here, click the question mark icon in Jackrabbit to request assistance, or **Click Here** to book a call with one of our Support Specialists.

Notice a slow web page? Is a feature not working properly? Or is the login field not appearing? It may be simple to resolve a problem by clearing the cache. Check out our **troubleshooting tips** for solutions to your performance problem.