

Outsell your competitors. Add ABCmouse into your tour.

The school tour is your best opportunity to introduce your school to potential customers and set your center apart from the competition. ABCmouse.com is a terrific tool that you can use during the tour to do just that. Throughout your tour, remember to reiterate the message “Extending Learning home through ABCmouse is easy and fun!”

Here are some ideas for incorporating the features of ABCmouse.com into your tour and encourage enrollment:

Lobby:

- Do you have check-in systems, webcams or security features around the entrance? Use this opportunity to showcase your school as tech savvy, including programs such as ABCmouse.com.
 - *Example: “Within our school, we have integrated technology, which provides benefits to both parents and children. Our security features offer parents peace of mind and our classroom technology enhances a child’s learning experience.”*
- Do you have the ABCmouse counter card or pull-up banner in your lobby? Use these as stopping points during the tour to tell parents about the program and how that makes your center unique.
 - *Example: “We’re using ABCmouse in our classrooms to boost literacy, science, math and social skills. ABCmouse is the most comprehensive online learning program available. It’s also an important part of our commitment to providing a well-rounded technology education for your child.”*
 - *Example: “Part of what is unique about our programs is not only using ABCmouse in the classroom as an extension of our curriculum, but enrolled families can use it at home to reinforce the classroom lessons.”*

Along the Way:

- Stop at the Parent Communication Boards. While highlighting the ways you communicate to parents, use this opportunity to further describe the ABCmouse.com home connection. Reinforce the importance of keeping families involved in their child's classroom experience.
 - *Example: "The 7,000 learning activities in ABCmouse offer families the ability to follow along with classroom activities."*
 - *Example: "Family engagement is very important to us, whether it be through our events, newsletters or at-home learning programs like ABCmouse. We want our families to feel a part of all we do."*

Classroom:

- Use your stop at the classroom to discuss how ABCmouse.com complements your school's curriculum and what teachers are doing in the classroom.
 - *Example: "The teacher's classroom lesson on People & the Environment is enhanced with ABCmouse's poems and activities on various professions. History lessons are made more exciting with visuals and games on ABCmouse.com."*
- Build upon earlier statements on technology.
 - *Example: "ABCMouse.com offers students a way to learn through devices they are familiar with already. This reinforces technology as a learning tool instead of just a toy."*

End of Tour:

- Make sure you have ABCmouse materials you can provide to touring families in their tour bag, such as the ABCmouse sticker and the parent letter with a free trial.
 - *Example: "We appreciate you touring with us. Inside your tour bag is an ABCmouse activation code, which offers you a free 30-day trial of ABCmouse so you can experience the unique program first hand."*