

Achievement Program Directives

The goals of the Achievement Program are to:

1. Enhance the My Gym Curriculum.
2. Educate members on “the whys” behind our ingredients and curriculum.
3. Acknowledge the children for their attendance, participation, and hard work.
4. Increase retention of children as they age up through the My Gym programs.

Our objectives are to layer a program into curriculum that:

1. Does not add additional work or training time for owners and directors.
2. Is simple for My Gym teachers to learn and integrate (again, with minimal training).
3. Increases the connection and expertise of our teachers.
4. Has minimal financial investment.

We feel we have developed a program that meets its goals while keeping the objectives paramount.

Tiny Tykes

Note: Since these babies are so young and much of the class is tailored toward the parent, we did not feel an exhaustive program was necessary for Tiny Tykes.

1. Program Elements:
 - a. **Skill and Development Sheet:** Given to the parent/guardian of all new trialists on the first day of their trial during the gym tour
 - b. **Graduating:**
 - i. When a child moves up to a new class, the teachers will acknowledge them with a Graduation Certificate. Artwork for certificates is available on the Print System. A copy can be printed in your gym or locally.
 - ii. The child and parent may also take a picture with their certificate or a social media sign.
 - c. **Parent Educational Email:**
 - i. MGE is creating emails informing enrolled members of the benefits of the curriculum. Every 4 weeks there will be a new email that is sent to all Tiny Tykes members explaining how the My Gym curriculum supports various areas of their child’s development and growth. These emails will continue to be sent until the member opts out of the emails or cancels their membership.
 - When there is a new enrollment, they will receive the next parent educational email for the upcoming cycle, so they may not get the email for a few weeks.
 - ii. IMPORTANT: For now, these emails must be manually sent to all Tiny Tykes through the MGM Email System. In the future with Omnify, this will be an automated email that is automatically sent.
 - d. **Social Media Photo with Milestone Sign:**
 - i. Signs are held by the child or child and parent.
 - ii. There are a variety of social media signs available on the Print System for the teachers to promote various accomplishments and milestones. Signs should be professionally printed and mounted on foam board at your local printer.

Waddlers, Gymsters, Terrific Tots, and Siblings and Friends Classes

1. General Description:

- a. The Achievement Program for these classes is more of an educational system for the parents (handouts, emails, curriculum integrations, and announcements). It is not a rewards structure for the children. Children of these ages develop and hit milestones at varying ages; therefore, it is not appropriate for the children to “earn” anything per se. This is intentional so the program stays authentic for these classes.
- b. Every 4 weeks the parents will be informed through an announcement of the new “Focuses” for that 4-week period:
 - i. There will always be 2 “Body Focuses” and “1 Mind Focus” in every 4-week cycle.
- c. At the end of the 4-week period, there is a small celebration (described below) at the end of class.
- d. This general format repeats throughout all these age groups.
- e. Everything teachers need is written into curriculum and will take no longer to learn during Weekly Meetings or Pre-shift reviews than the previous non-Achievement Program curriculum.

2. Program Elements:

- a. **Focuses:** Although the My Gym program is very well rounded and includes many benefits within each class, MGE will be selecting specific “focuses” (2 body/1 mind) that My Gymers will be highlighting across a 4-week period. After the 4 weeks, a new set of focuses (2 body/1 mind) will replace the previous focuses, and a new set of the program’s supporting materials will be created. To recap:
 - i. 2 “body focuses” will be included in curriculum.
 - ii. 1 “mind focus” will be included in curriculum.
 - iii. The mind and body focuses are in place for 4 weeks, and then a new set of focuses are integrated. This will be repeated indefinitely.
- b. **Skill and Development Sheet:** Given to the parent/guardian of all new trialists on the first day of their trial during the gym tour.
- c. **Curriculum Focus Emails:**
 - iii. MGE is creating emails informing enrolled members of the “focuses” for each 4-week period of curriculum. Every 4 weeks there will be a new email that is sent to the members in each class (separate emails for Waddlers, Gymsters, Terrific Tots, and Siblings and Friends) explaining the focuses and how the My Gym curriculum supports various areas of their child’s development and growth. These emails will continue to be sent until the member opts out of the emails or cancels their membership.
 - There is a unique email for every parent participation program.
 - When there is a new enrollment, they will receive the next focus email for the upcoming cycle, so they may not get the email for a few weeks.
 - iv. **IMPORTANT:** For now, these emails must be manually sent through the MGM Email System. In the future with Omnify, this will be an automated email that is automatically sent.

d. Curriculum/Training/Teaching:

Important note: Teachers will be teaching curriculum naturally and will intentionally not be referencing the Achievement Program by name. For example, there will not be any ingredients where a teacher will state, “This is great for our achievement program,” or “Reach up high so we get the next achievement.” Instead, any teaching points will be delivered in a completely natural way throughout curriculum.

- i. The 3 focuses will be seamlessly incorporated into curriculum. Brain and Muscle emojis are used to identify Mind/Body Focuses along with announcements.
- ii. Very minimal additional training time will be required for your teachers to learn any of the Achievement Program teaching points, as they will simply be integrated into the normal curriculum announcements, openings, and ingredients. As teachers learn the curriculum each week, they will also be simultaneously learning how to deliver any Achievement Program talking points.
- iii. At the start of a 4-week cycle, announcements will be included so you can introduce the new focuses to the parents in attendance.
- iv. At the end of a 4-week cycle, a “Make It a My Gym Day” Celebration March will be scripted into the end of each class to celebrate the kids and the last 4 weeks. The kids will receive a sticker instead of a stamp on this day.

e. Announcements:

- i. When we introduce a new set of focuses, there will be announcements included in the curriculum. Short reminder announcements made throughout the 4-week cycle will be incorporated as well.
- ii. There will also be an announcement and celebration at the end of the 4 weeks.

f. End of Focuses Cycle – Celebration March:

- i. At the end of the 4-week focuses cycle, a Celebration March will be held. Make It a My Gym Day will be the music played as the children and parents march/dance around the circle. The instructor will acknowledge the 3 focuses we just worked on over the last 4 weeks through a quick announcement and then begin to perform Make It a My Gym Day Dance around the circle. **This happens in lieu of the goodbye song on Celebration Week.**
- ii. The instructors and the class will start to march around the circle with all the kids and parents dancing and celebrating. Make It a My Gym Day will become background music as they march over to the gate. Milestones and social media signs will be available in the lobby for taking pictures. Encourage the families to take pictures, celebrate, and post their pictures if they want. Music continues to play during picture taking until the song is finished. The children will all receive a special sticker instead of a stamp.
- iii. In the curriculum, you will see it written in the order below:
 - Ending
 - 4-week focuses announcement
 - Celebration March around the circle and to the gate
 - Milestones/social media signs available in lobby for individual pictures
 - A special sticker to each child instead of a stamp this week

g. Graduating:

- i. When a child is going to graduate to a new class, the teachers will acknowledge the child in their current class with a quick congratulations at the end of class. The child/parent is then presented with a Graduation Certificate (can be customized on the Print System).
 - This may not always be possible, since the parent may move up without telling you, do it online, not return to their last class, etc. In these cases, it can be given in the class the child graduated to.
- ii. The child and parent should be encouraged to take a picture with their certificate or a social media milestones sign.



h. Social Media Photo Milestones Signs:

- i. Signs are held by the child or child and parent.
- ii. There are a variety of social media signs available for the teachers to promote various accomplishments and milestones.
- iii. Artwork is available on the Print System and should be professionally printed and mounted on foam board at a local printer.



Launching the Achievement Program in Your Gym (for Parent Participation Classes Only)

MGE has designed this entire program to be easy to integrate, take no additional training time, and be low cost.

- The Achievement Program for parent participation classes is launching September 8, 2025.
 - The Achievement Program for independent classes is currently in testing and will launch at a later date.
1. Follow the MGE Updates and attend any webinars on the Achievement Program. All webinars are recorded for those unable to attend live.
 2. Materials to print/order:
 - a. Skill and Development Sheets: Print 10-20 copies per class and store inside your admin counter (in a file box/organizer of your choice). These sheets are not intended to be displayed. It is recommended that you provide one to all of your currently enrolled members upon program launch.
 - b. Stickers: The specific Achievement Program stickers are expected to be available for owners in September or October 2025. For now, you may use any stickers you have on hand, or you can order generic My Gym stickers from Shop My Gym.
 3. Marketing Materials:
 - a. Milestones signs:
 - i. Customize (if needed) and download from the Print System.
 - ii. Have professionally printed and mounted on foam board at a local print shop.
 - b. Social media images: Available in the Marketing Library
 - c. Emails: All email templates are located in the email system in a folder named Achievement Program:
 - i. Program introduction email:
 - Send to all members in Waddlers, Gymsters, Terrific Tots, and Siblings and Friends (no email for Tiny Tykes) any day from September 3-5.
 - ii. Focus/Parent Education Emails:
 - Send to all enrolled members in Tiny Tykes, Waddlers, Gymsters, Terrific Tots, and Siblings and Friends classes the week of September 8.
 - Important: There is a unique email for each class.
 4. Training Your Team:
 - a. Weekly meeting:
 - i. Review the pertinent areas of this document with your team. This is how you will explain to your entire team how the program works.
 - Show the team the items in the program (as you get to them in the document):
 - Skill and Development sheets
 - Stickers
 - Graduation Certificate
 - Milestones signs

- ii. Explain that the Achievement Program is integrated into curriculum and all that is necessary to run the program for parent participation classes is to follow normal Weekly Meeting and pre-and-post-shift duties.
 - Independent classes do require a couple of additional steps, but that program will be launched later in 2025.
- iii. You may also choose to have your team watch the recorded webinar, if they were unable to attend the live version.

Achievement Program for Older Kids Classes

The Achievement Program for independent classes is currently in testing. We expect to announce the release of this program in Q4 of 2025.