



Your A-MAY-zing Month: Spread Some Sparkle! with Chasta Hamilton

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Hosted By:



Jackrabbit Dance
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SPREAD SOME SPARKLE!



We are wrapping up Digital Week #8, gang! I hope everyone survived the May 1st threshold.

Stressful? Yes! Behind us now? Yes!

There is a light at the end of the tunnel, and we are cruising towards sunnier skies. That means different things to different people in different cities and different states, but our one commonality (and we are focusing on today) is that WE ALL NEED A LITTLE SPARKLE! You need sparkle, your clients need sparkle, and your staff need sparkle.

This is not the time to give in to fatigue, frustration, or exhaustion; instead, use this time to rally for the strength of your return! Spread glitter like confetti!

Infusing Fun In Your Digital Routine!

There is definitely a digital fatigue happening. Everything has been online for 2 months and exhaustion is setting in. How can you keep students excited and engaged?

- I. ALL the THEMES: Your Creativity Jumpstart!
 - A. Sources of Inspiration
 1. Think of Scheduling as a Broader Recital Themed Event
 - a) Books
 - b) Animals
 - c) Historical Figures
 - d) Famous Ballets
 - e) Board Games
 - f) Movies
 - g) Superhero
 - h) Theme Parks

- i) Fairy Tales
- j) Apps
- k) Weather/ Calendar
- l) Fashion
- m) Camp/ Outdoors
- n) Decades
- o) Your Studio Over the Years (bring back alum!)

B. Themed Classes / Events= Focus on Community!

- 1. All Ages! Include the Family!
- 2. Story Times
- 3. Scavenger Hunts
- 4. Trivia
- 5. Technique (Lots of Music Out There!)
- 6. Character Concepts
- 7. Missed Events
 - a) Birthday Parties
 - b) Proms
 - c) Performances
 - d) Talent Shows
- 8. Fun Skills
 - a) Write a Resume
 - b) Acting for Film verse Acting for Stage

C. Themed Weeks

- 1. Overarching Focus for Classes/ Social Media/ Communication
- 2. Keep it Full Circle and Consistent
- 3. Bring a Sibling!
- 4. Family Recital Routine Challenge

D. Themed Months

- 1. Wrap-Up Recognitions
- 2. How can you theme and fit the circumstance/ what's happening?

Passive In-Person Checkpoints/ Opportunities

- 1. Drive-Through Parades
 - a) Performance Company Oriented
 - b) Show/ Recital Themed
 - c) Provide Specific Time/ Details/ Decorations/ Drive Through Instructions
- 2. Storefront Decorations

- a) Windows: Think about the shopping windows in NYC at the holidays- what can you do to your storefront do draw attention/ generate excitement
 - b) Sidewalk Chalk Art
 - c) Stuffed Animals in Studio Gear
3. Curbside Costume Pick-Up
- a) Detail your protocol/ sign-up: communication is key to success!
 - b) Add a challenge to increase engagement!

Social Media Engagement

1. Generate Consistent, Fun Engagement

- a. How can you create synergistic social media content?
- b. Posts/ Surveys/ Games
- c. Encourage Interaction With Classes/ Students' Work
 - i. Get them involved on the platform!
- d. Continue Telling Your Story!
- e. Use this Portal to Assist in Building Your Bridge from Digital to In-Studio (keep clients informed! People do not like surprises!)
- f. Market what YOU are doing!
- g. Highlight Quarantine accomplishments (this is great for bridging programming)

Strategize Straddling 2 Worlds to Keep Your Sparkle Going

- I. Delegate so you can (sanely) manage the bridge between Digital and In-Person
 - A. You don't want to drop the ball on either!
- II. Strategize
 - A. Cleaning Supplies Inventory
 - B. Re-Taping Floors
 - C. Order Something New
 - D. Plan of Action
 - E. Phone A Friend
 - F. CDC Day Camp [Guidelines](#)
- III. Look at Your Registration/ Enrollment Timeline
 - A. With registration being later, people will likely be more excited and ready to act!
 - B. While we've been operating day to day, NOW is the time to start thinking more week to week so you can move ahead without feeling behind!

Remember: Your Vibe Leads/Attracts Your Tribe!

Keep an eye on your language and presence. Be honest and transparent, but maintain optimism, too! This has been a long-term leadership challenge. Stick with it, take quiet time when you need, and continue pushing forward. You CAN DO IT!

Change is tough. But, YOU ARE STRONG!

Let's Stay Connected! The studio (Stage Door Dance Productions) and I (Chasta Hamilton) are on Facebook, Instagram, LinkedIn, and Twitter. My dog is also on TikTok (ElvisTheScottie). Reach out any time!

We'll also keep the convo going tomorrow, May 8th from 11:30am-12:30pm on the JackRabbit Facebook Page for AfterBrews.