



FREE PLAYBOOK FOR GYMNASTICS CLUBS

Keep them tumbling.

How to turn trial classes into gymnasts who stay for years.
The 6 moments gymnasts drift away, 8 habits that keep them
enrolled, and messages you can send today.

6

moments gymnasts are most
likely to drift away

8

habits that keep gymnasts
enrolled term after term

6

copy-and-send messages, plus a
skill bank for every level

One regular gymnast is worth years of bookings.

Gymnastics clubs rarely struggle to fill a trial class. The clubs that grow are the ones that turn those trials into gymnasts who stay for years, and keep them.

\$1,520

One gymnast, two classes a week, for a year

2 weekly classes at **\$19**

× **40 weeks** of term time in a year

= **\$1,520 a year** from one gymnast

\$4,560+

The same gymnast over three years

Three years of weekly classes, before you count holiday programs, birthday parties, meet entries, leotards or the younger siblings who start in Kindergym. Lose them after their first term and all of that walks away.

Replacing a gymnast means ads, free trials and hoping they enrol. Keeping one means a clear next level, safe progress and a few well-timed messages to parents.

Most dropouts are predictable. Gymnasts rarely quit out of nowhere. They drift away at a handful of moments every club will recognise, and each one is a chance to step in. The next page shows you where they are.

Where a gymnast's value really comes from

Weekly classes

The steady base: Kindergym, recreational levels and squad training, booked term after term.

Extras

Holiday programs, birthday parties, privates, meets and leotards from families who already love the club.

Word of mouth

Gymnastics spreads through schools and siblings. Happy parents bring brothers, sisters and friends.

Figures are examples. Swap in your own prices, weeks and currency.

The 6 moments gymnasts are most likely to drift away

Know when gymnasts drift and you know when to step in. Watch these six closely.

AFTER THE TRIAL CLASS

1

“Now what?”

The trial goes well, then nothing happens. No class is offered, no term is booked, and the family moves on.

Do this: offer a place in a class before they leave.

MONTHS 3–6

2

Stuck on one skill

A gymnast can't get their kip or back walkover. Weeks go by with no visible progress, and the fun fades.

Do this: break skills into small steps they can tick off.

MOVING UP A LEVEL

3

Waiting too long

Gymnasts who are ready sit on a waitlist for the next level. They get bored, or try another sport.

Do this: plan level-ups and open spots each term.

AFTER AN INJURY

4

Not coming back

A sore wrist or ankle keeps them home for two weeks. Without a plan, two weeks becomes forever.

Do this: agree a safe plan for the way back.

HOLIDAYS AND SCHOOL SPORT

5

The routine breaks

School holidays, camps and other sports get in the way. Each missed class makes the next one easier to skip.

Do this: use makeups and holiday programs.

END OF TERM

6

The term runs out

Re-enrolment arrives with no reason to carry on. Parents don't decide to stop. They just don't sign up again.

Do this: re-enrol before the term ends.

Quick exercise: think of the last five gymnasts who stopped coming. Which moment did each leave at? Most clubs find one or two moments explain most of their dropouts. Fix those first.

Habits that keep gymnasts booking week after week

1 Turn every trial into a place in class

The trial class is where most gymnasts start, and where many stop. The fix is simple: never let a trial end without a class offered and held.

TRY THIS

- ✓ At the end of the trial, **offer a place in the right level** and hold it for 48 hours.
- ✓ Send the **term invoice and a welcome note** the same day, while the excitement is fresh.
- ✓ Tell parents **what to wear and bring**: fitted clothing, hair tied back, no jewellery, a water bottle.

2 Place gymnasts by level, not just age

A class works when gymnasts are working on similar skills. Mix levels at random and the strong gymnasts get bored while the new ones feel lost.

TRY THIS

- ✓ Give every gymnast a **level**: from your national program or your own club levels.
- ✓ Keep **safe coach ratios** for every level, like 1:8 for recreational and 1:6 for under-fives.
- ✓ Run **skills testing** at the same time each term, so families know when moves up happen.

Ready-made goals for every level

Pick two or three skills per gymnast and adjust them to suit your program. The levels are broad club levels, so they work alongside any national program you follow. These are examples to adapt, not official standards.

Level	Floor	Beam and vault	Bars and strength
 Kindergym Ages 2–5	Forward roll on the mat	Walk the low beam with arms out	Hang on the bar for 5 seconds
 Levels 1–2 Recreational	Cartwheel with straight legs	Cartwheel along the beam line	Pullover on bars with a spot
 Levels 3–4 Building skills	Back walkover	Handstand on the beam line	Pullover on bars without a spot; kip drills
 Squad Competitive	Round-off back handspring	Full beam routine with no falls	Kip cast to handstand; all-around score goal

Before you invite a gymnast up a level, check four things

Consistency

They hit the goals for their level on most attempts, not just once.

Confidence

They perform the skills safely and confidently, and want more of a challenge.

Activity

They play regularly. A gymnast who comes once a month will struggle more after the move.

The fourth check is the group. Introduce the gymnast to the next level's class and coach before the move, ideally with a friend moving up too. A familiar face makes the move stick.

3

Give every gymnast skills they can tick off

“Getting better” is vague. “Cartwheel along the beam line” is something a gymnast can chase, measure and feel proud of. Small skills turn into big confidence.

TRY THIS

- ✓ Set **two or three skill goals** per gymnast from the skill bank, written in plain words.
- ✓ Sign off skills on **floor, beam, bars and vault** as they are achieved.
- ✓ Share a **two-line progress note** with parents after each skills check.

4

Make the club feel like a team

Gymnasts stay where they have friends. A child who knows nobody in class is the first to drift.

TRY THIS

- ✓ Give every new gymnast a **buddy** in their class for the first month.
- ✓ Run a **club display or in-house meet** each term, so every gymnast performs.
- ✓ **Celebrate milestones** out loud: a first cartwheel on beam, a level-up or a meet medal, shared the same day.

Keep it specific: “Mia did her cartwheel along the beam line 9 times out of 10 today” means more to a parent than a long, general report. Specific beats long, every time.

5 Plan the way back after an injury

Injuries happen in gymnastics. What matters is whether the gymnast comes back to a plan, or to nothing.

TRY THIS

- ✓ When a parent reports an injury, **reply with a safe plan**: what they can still do in class.
- ✓ Ask for a **medical clearance** where needed, and store it on their profile.
- ✓ Give **makeup credits** for missed classes, and check in after two weeks away.

6 Keep conditioning going at home

Strength and flexibility are built between classes. A gymnast who stretches and holds a hollow body at home progresses faster, and stays.

TRY THIS

- ✓ Set **one small task** after class, like “handstand holds 3 × 20 seconds” or “splits stretch every day”.
- ✓ Let gymnasts **tick tasks off** in the app, so coaches can see who practised.
- ✓ **Praise the effort**, not just the result. Progress follows practice.

Watch your waitlists: Kindergym and after-school recreational classes fill first. A long waitlist is a sign to add a class or a coach, if your floor space allows it.

7

Act on three quiet weeks

Gymnasts rarely announce they're quitting. Missed classes come first. If a gymnast has missed three weeks, they are already drifting.

TRY THIS

- ✓ Check each week for **gymnasts who have missed classes** three weeks running.
- ✓ Send a **personal message to the parent**, not a promotion: "We've missed Jack at Level 1."
- ✓ Offer an **easy way back**: a makeup, a catch-up session or a new program to try.

8

Re-enrol before the term ends

The end of term is when families decide. Make carrying on the easy option, before the decision even comes up.

TRY THIS

- ✓ Open **re-enrolment 3–4 weeks** before the term ends, and hold current gymnasts' spots.
- ✓ Tell families **which level and class** their gymnast is in next term, before they re-enrol.
- ✓ Ask anyone who stops **one question**: "What's the main reason?" Patterns tell you what to fix.

Make staying the default: when re-enrolling takes one tap and leaving takes a decision, more families stay. Automatic term billing does this best.

6 messages you can use today

Swap in the words in teal and send by SMS, email or your app. Short and personal works best.

After the trial class

HABIT 1

Hi **parent** , **name** did brilliantly today! I've held a place in **class, day, time** for the rest of term. Confirm here and you're all set: **link** .

Injury note

HABIT 5

Thanks for telling us, **parent** . **name** can still come and do **legs, core and flexibility** . No **bars or handstands** this week. We'll check in next week.

Class cancelled

HABIT 7

Hi **parent** , **coach** is unwell today, so **class** has moved to **new time** . Can't make it? Book a makeup here: **link** .

Ready to move up

HABIT 3

Hi **parent** , **name** has every **level** skill signed off! We'd love to move them up to **next level** next term. Reply yes and we'll save the spot.

Conditioning this week

HABIT 6

Great work today, **name** ! This week: **task** , a few minutes a day. Tick it off in the app when you're done. See you **day** !

Re-enrolment

HABIT 8

Hi **parent** , next term starts **date** . **name** will be in **class** . Keep the spot in one tap here: **link** .

Send them from one place. When messages live in one app instead of your personal phone, any coach or staff member can pick up a conversation and nothing gets lost.

Know your retention rate

Gymnastics clubs run in terms, so measure it each term, and keep an eye on it monthly. It takes two minutes and tells you whether your new habits are working.

$$\frac{\text{Gymnasts who played last month and this month}}{\text{Gymnasts who played last month}} \times 100 = \text{Retention rate}$$

Example: 310 gymnasts were enrolled in Term 3. 276 of them re-enrolled for Term 4. That's $276 \div 310 \times 100 = 89\%$ retention. You kept 276 of last term's 310 gymnasts.

Your monthly scorecard

Fill it in at the start of each month. Splitting by level shows you exactly where gymnasts are leaking out.

Measure	How to work it out	Month 1	Month 2
Retention rate	Use the formula above		
Trials that enrolled	Trial classes that turned into a term		
Classes per gymnast	Total enrolments ÷ active gymnasts		
Floor use	Class hours booked ÷ hours available per area		
Quiet gymnasts	Gymnasts who missed 3 weeks in a row		
Level-ups	Gymnasts who moved up this term		
Top reason for leaving	From your one-question exit check		

Watch the trend, not one number. If most of your losses are gymnasts waiting for the next level, that's where to put your effort next term.

A simple plan to get started

You don't need to do everything at once. Pick up one or two habits a week and they'll soon be part of how you run your club.

WEEK 1

See where you stand

- ☐ Work out last term's retention rate
- ☐ List the last five gymnasts who stopped, and at which moment
- ☐ Give every gymnast a level

WEEK 2

Fix the first term

- ☐ Offer a class place at every trial
- ☐ Give every new gymnast a buddy
- ☐ Send the welcome note to every new family

WEEK 3

Level up the training

- ☐ Set two or three skill goals per gymnast
- ☐ Book this term's skills testing
- ☐ Message every family with three quiet weeks

WEEK 4

Lock in next term

- ☐ Write your makeup and injury policies
- ☐ Open re-enrolment early and hold spots
- ☐ Plan a club display and add your exit question

Tip: put a recurring reminder in your calendar for the first day of every month to fill in the scorecard on page 10. Small, steady improvements add up fast.

Run all 8 habits without the extra admin

Every habit here works with a spreadsheet and a phone. They're far easier to keep up when your software does the remembering. That's why we built Outcoach.

Gymnasts grouped by level

Group gymnasts for classes and squads in one click.

Skills for every gymnast

Goals from gymnastics templates and skill sign-offs parents can see.

Conditioning at home

Set handstand holds and stretches gymnasts tick off at home.

Quiet gymnasts flagged

See who has missed classes or not come back after an injury.

Safe ratios

Coaches and areas on every class, with ratios kept when someone is sick.

Easy re-enrolment

Term billing, reminders and re-enrolment in one tap.

Turn new gymnasts into regulars

Outcoach brings recreational classes, Kindergym, competitive squads, meets, holiday programs and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.