
THE CrossFit JOURNAL KIDS

CrossFit Kids Tips and Tricks: Promotion

Jeff and Mikki Lee Martin explain how to run a CrossFit Kids promotion.

By Jeff and Mikki Lee Martin CrossFit Kids

June 2011



Staff/CrossFit Kids

CrossFit Kids has had the good fortune to be invited to present our program in several different major venues as well as the opportunity to support local affiliates with various promotions. We would like to present some guidelines that have helped us enjoy successful events.

1 of 3

Activities

Simplify

There is very little time to teach or train skills at a kids event. Choose low-skill movements and/or those you can easily teach in three minutes to a small group of mixed ages.

Make Challenges Easily Scalable

Events usually contain a broad age demographic. Create one challenge with broad appeal or separate challenges for younger kids and teens.

Example: Max D-ball slams in 30 seconds with a 4-lb. D-Ball, and max D-ball slams in one minute with a ball between 12 and 20 lb.

Manage Traffic

Obstacle courses work very well at promotions, but take the time to do a test run prior to the event. Consider the flow of kids and look for possible choke points, and rearrange as needed. Rope-net climbs and pull-up stations are usually places where traffic flow slows down. These should be positioned up front to control traffic flow or set up as separate stations as with any skill-based movements.

Keep in mind the following:

- Everything should be in full view of parents.
- Have a reliable child demonstrate the path prior to opening the course.
- Have a trainer accompany each child through the course.
- Do a safety check and place pads where needed.
- Time the course, give kids their time, and track the scores on a whiteboard within view.
- Keep track of the daily/hourly time to beat.
- Make it more than just an obstacle course; make it recognizably CrossFit by using classic movements or equipment.

Provide Demonstrations

If you have top performers, ask them to do a short demonstration or two. Plan the timing of the demos according to peak traffic rather than specific times.



Staff/CrossFit Kids

An obstacle course is a great way to get kids moving at a CrossFit Kids event.

Logistics

Scheduling

Try to avoid scheduling timeslots for events. People do not want to have to come back, and kids generally have little tolerance for having to return and will either cry or lose interest.

Paperwork

Obtain waivers and photo releases. Make sure you have the appropriate waiver for a minor and a photo release. For their safety, do not publish the full name of any minor on the Web. Use initials or first names only.

This is not daycare. In certain venues, people will see your event as a child-care opportunity. Create signs advising “no drop-offs” to ensure parents and guardians stay. Then engage the parents with media. Plan to have a parent “corral” or area where your captive audience is introduced to basic CrossFit methodology and information resources (the *CrossFit Journal*, the CrossFit.com website, the CrossFit Kids website). This can be done through handouts or through the use of video.

Additionally, you can connect an iPad to the CrossFit.com site and easily show video on any pertinent topic to an interested parent. Accessing the broader community gives credibility to your local effort. Consider a running video loop of classes, demonstrations and information, or even a slide show. Show them some CrossFit apps on an iPhone (e.g., The Hopper, Motion X Dice).

Layout

Create something kids see and want to engage in, jump on, climb, etc. Make their eyes light up. Ensure your “eye-catcher” is visible from far away and not blocked by signs, buildings or equipment. For instance, with an obstacle course, place the “visual motivator” toward the end but within view of the starting point.



Staff/CrossFit Kids

Using simple movements will ensure all kids can participate and have a good time.

Marketing

Make sure kids and parents leave knowing what they did and where to go for more. Have plenty of flyers and business cards providing your affiliate name; Web, e-mail, and physical addresses; and phone numbers.

Give free trial passes—two weeks free—and encourage them to bring a buddy.

Invite local coaches and teams to your event. Be prepared to discuss how CrossFit will make better athletes for their specific sports.

BIG Fun

Make no mistake, working a large-scale event is exhausting, but the dividends reaped are well worth the effort. Seeing the enjoyment of children experiencing CrossFit Kids for the first time is rewarding. Plan smart, execute well, and have fun with it.

