



Holiday Checklist

PART 1

Things to Consider

The answers to these questions will help you create a plan, which will determine your next steps.

YES NO Will you be closing anytime during the holidays?

Review the calendar to determine the dates your business will be closed. This may have an effect on billing and prorated classes income. Plan on communicating the holiday closing dates with your students/families.

YES NO

Are you set up to accept charitable donations in Jackrabbit?

The holidays are a great time to partner with a charitable organization and encourage your families to get involved and give back to the community.

YES NO

Will you be doing any programming to generate additional income during the holidays?

Holiday Camps, Parent's Shopping Night Out... - Offer parents an opportunity for some "extra" time for themselves. Plus, you get additional use of your facility.

YES NO

Gift Cards/Gift Certificates - A perfect gift for the holidays! Customize the way you would like to generate Gift Card sales and add them to your Store.

YES NO

Will you be holding virtual recitals or holiday presentations?

Current conditions may prevent in-person recitals in many locations, but you may be able to hold a virtual alternative.

YES NO

Are you looking for holiday gift ideas for your students and staff?

We've put together a [Holiday Gift Guide](#) for students and staff that are sure to please everyone on your list.

Things To Do

After you've determined if or how the above will be part of your holiday plans, it's time to put those considerations into action.

Business Closed Dates

If you have determined that you will be closed on certain days during the holidays, here are some tasks that may need to be completed.

- Set up your [Closed Dates](#) and learn how closed dates affect student absences and makeups.
- Revisit how you [Post Tuition Fees](#), as closed dates will play a role in your billing cycle and fee options.
- Review how to [Prorate Tuition Fees](#) for closed dates.

Charitable Donations

Jackrabbit offers your business the ability to partner with charitable organizations and Accept Charitable Donations in Jackrabbit.

- Set up your [Charitable Donations](#)

Events

Another great way to offer something exciting is to offer events! Events can be Camps, Birthday Parties, Parents' Night Out, Open House, etc. This can help you earn extra revenue too!

- Create a short session like a one-week Holiday Camp. Learn more about the best way to [Set Up your Camps in Jackrabbit](#).
- Plan a one-time event or a recurring weekly event. Learn more about how to [Create an Event Type and Work with an Event Date/Time](#).

Gift Cards/Gift Certificates

Gift cards make an excellent holiday gift when grandparents, aunts, etc. want to contribute to a little one's activities.

- Learn how to [Sell and Redeem Gift Cards in Jackrabbit](#).



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PART 2

Communicate Your Plans

Now that you have your plans in place and you've taken action within Jackrabbit to prepare for the holidays, it's time to communicate those plans to your parents and your staff.

Holiday Emails

Use pre-designed holiday email templates or create your own to notify families of closed dates and easily promote your holiday events/classes!

- [Email families](#) using email templates to notify them of upcoming events and closed dates
- [Customize/edit existing templates](#)
- [Create email templates](#)

Event Calendar

Communicate to all your families when your facility will be closed.

- Post an [Event Notice](#) on your event calendar.

Parent Portal

Use the Parent Portal to effectively communicate your holiday plans! Designed to help you stay connected with your families at their leisure, you can send a public message to all parents, send private messages to a specific family, and so much more.

- Set Announcement: [Parent Portals - News & Announcements](#).

Staff Portal

Your staff, specifically instructors, have a single place to access everything they need, including communication from you! Use the Staff Portal to keep your staff updated and to let them know what to expect throughout the holidays.

- Set [Staff Portal News](#)
- [Send Email to Staff](#) to remind them of upcoming events and closed dates
- Add [Staff News](#) and/or Department News as a reminder to your Staff.



Recitals Reminder

The Recital Module can help you organize and manage your exhibitions, showcases, and concerts.



- Set up your [Recital](#)
- [Sell Recital Tickets with Tututix](#)