

OTA Phone Call Talking Points

1. What is Overtime Athletics?
 - We are an After School Provider for Elementary Schools
 - We offer 21 different programs ranging from our traditional programs: basketball, soccer, variety sports, flag football, cheerleading – to non-traditional programs such as dodgeball, kickball, running clubs.
 - Our programs are separated by age: K-2 and 3-6
2. Who are our coaches?
 - 90% of our coaches are current college students seeking an education degree
 - 5% are graduate students
 - 5% are individuals with a passion for teaching
 - i. And we have a 10:1 (Child to Instructor Ratio)
3. What are the logistics?
 - Our formula is simple, you and I (or who is making the decision) would decide on the programs to teach. We would figure out the exact days and times – our programs are offered once a week for a period of 6-10 weeks long. Once we have established the programs, I will create a flyer with all the information. If OTA is handling the registration, I can have copies made for every child/family in the school (kids can take them home in their Tuesday Folders – if your school does that) Then parents can register through our online registration system if they are interested. If the registration is happening within your organization, we are still happy to have flyers created for the families.
4. Our costs are always the same: (Recommendation)
 - 6 Week Program \$70
 - 7 Week Program \$80
 - 8 Week Program \$90
 - 9 Week Program \$100
 - 10 Week Program \$110

***** At this point explain that we do offer scholarship but they are based on NEED. If you say we have 5 children in need a scholarship, and then we will do everything we can to help all 5. Maybe we can offer them each 50% off.. In the 10 years of this company, we have never turned away a scholarship need.
5. If the programs are decided over the phone, make the flyer immediately and send it over via email. In the email, also include the exact dates for record.