



We are currently navigating through uncertain times and faced with temporary closures and social distancing due to local and state mandates. When members cannot physically be at the club, there are several ways to keep them engaged during this time, or in the KNOW.

**K**

### **Keep Your Members Informed.**

Announce your closure and how long you expect to be closed. If you need to extend that date at a later time, communicate that to your members.

**N**

### **Notify Members of Alternatives.**

Whether it's through email, social media, calls, texts, or through your website, notify your members what alternatives you are offering if your club is closed, like online classes, at-home workouts, newsletter tips, healthy recipes, make-up classes, etc.

**O**

### **Offer Additional Perks.**

Members are frustrated during this time, too. Offer some perks to keep them engaged during this time. Maybe if they stick this out with you, they get a free month later, or can bring a friend for free (possibly resulting in referrals later!).

**W**

### **Work Together.**

Members may want to freeze or cancel their memberships at this time. However, when this isolation has passed, members will want to get back into a routine, and may have to pay start-up fees if they've canceled. Remind them of your policies and work together for the best outcome moving forward, financially, physically, and emotionally.

By keeping your members in the KNOW, you will be keeping them informed and engaged and feel like valued members during this time. You want to continue their memberships while providing enough informative and interesting content during this isolation period.

As always, we are here to help you! Feel free to reach out to one of our Client Service Experts for any tips, advice, or questions you may have. We have a community of industry experts with additional tips and knowledge to help other businesses during this time. Stay positive and stay healthy!

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