



## How Do I Start a **WHOLYFIT** Program at My Church and other Facilities?

- A. WholyFit presentation to ministry leader team.
- B. WholyFit Class Demo:
  - May be presented at women's retreat or special event
  - Demo classes generate interest for your program and potential Instructors in your city/church are identified
- C. Teacher Training Seminars (3 Modules) - NO EXPERIENCE NECESSARY
  - WholyFit Master Instructor team provides all training of instructors
  - Churches may sponsor a WholyFit seminar whether or not there are any formal plans to start a WHOLYFIT program.
  - Seminars are fun
  - Seminars provide big ministry opportunities to your church members and the surrounding community.
  - See details under "Certification and Training"

We have based the following recommendations on statistics and experience in the professional health club and the church environments. Of course, pray for God's will for your class as your number one source of direction. If statistics or our recommendations go against God's directions, choose God's directions.

- Pray about every detail of your class to receive God's direction

**New programs need have sufficient impact to create interest.** To create impact people must know about it – these people must include the leadership of the church or gym. Once people know about WHOLYFIT, it is always overwhelmingly received and participants become very excited. Take time to dig deep and build a good foundation and let people know about this awesome program. You have invested so much time and effort and it will be a great success if people just know it's there.

### **Suggested Statistically Prime Class Times:**

Monday nights at 7pm  
Monday mornings at 10am if babysitting present  
Saturday mornings at 10am



## **Dig Deep to Build a Strong Foundation**

Take time to build your "house" on a firm foundation. Count the cost by doing a costs vs benefit analysis so that you can decide on what you will charge. We recommend 6 months of advertising before your class begins and to start the new class "in season."

- "In season" startups begin in either September or January.

## **When to Start**

Start up is ready when you have 12- 24 paid registrations (12 for a small church and *at least* 24 for a large church) and 2 certified teachers committed to EACH class. (Burnout happens if you don't have a substitute teacher.) Why are one or two dozen people needed to start? Fitness classes usually have 40-60% of their participants show up at each class.

- Minimum attendance is 8 for a Group Exercise Class.

## **The Difference between a Group Exercise Class and a Small Group Personal Training Class:**

Less than 8 participants makes it a small group personal training class which is ADVERTISED DIFFERENTLY than a group exercise class. Group Exercise Classes thrive on large group attendance. Group Exercise Classes are usually cancelled if less than 8 people attend in the Health Club environment. We suggest the same for church classes. (HOWEVER the class can be successfully rescheduled as a *Small Group Personal Training* class. Advertise it as Personal Training with one on one attention. You will need to charge more and have a waiting list. No more than 4-6 are allowed in each class. Each session is 6 weeks. More on this at the seminar.)

**Group Exercise class growth** is a combination of attrition and replacement with new members. The class should always be in a state of growth. There will be a strong core group: people you can count on to be there every single session.

- Start with 24 paid registrations before you begin a program.
- Out of 2 dozen registrants, 10-12 core group members will actually attend regularly.
- Start with ONLY ONE CLASS PER WEEK
- Limit class times only to those proven to be well attended STATISTICALLY
- Have WholyFit post your class on their national website! Get us your info early.
- You must advertise

**The casual attendees will be a constantly changing population.** Stay in constant relationship with your core group. They are the driving energy of your class. Recruit them and give them responsibilities if they want them, like taking role, hospitality, prayer requests, special fellowship events, etc...

## **Example from WoodsEdge Prototype:**

At the beginning, the church sponsored a January program rollout to showcase all ministries offered at the church. A luncheon was provided and we handed out tri-folds, talked to people and received 80 "interest" signups on a list at the table.

The next Sunday we set up a table outside of service and took registrations. 30 people registered; 16-24 attended each week. As time has gone on, our mail list (interest) grew to about 120. We have 12-30 participants in every class. We estimate that of 80 people interested,

10-12 people will actually attend.

**Key: Regular place + regular time + 2 years= solid class of 25 participants.**

### **WHOLYFIT Program Implementation**

Any new program must have sufficient impact to create interest. Once people know about WholyFit, it is always overwhelmingly received and participants become very excited. Take time to dig deep and build a good foundation and let people know about this awesome program. You have invested so much time and effort and it will be a great success if people just know it's there.

### **How to do it**

Expect exercise class growth to be a combination of attrition and replacement with new members. The class should always be in a state of growth. There will be a strong core group: people you can count on to be there every single session. There should be at least 10-12 in a core group. The rest of the attendees may be a constantly changing population. Stay in constant relationship with your core group. They are the driving energy of your class. Recruit them and give them responsibilities if they want them, like taking role, hospitality, prayer requests, special fellowship events, etc.

### **Yearly**

1. Church sponsored a January programs rollout to showcase the ministry
2. A luncheon was provided, hand out tri-folds, talked to people and received registrations or "interest" signups on a list at the WHOLYFIT decorated table.
3. The next Sunday set up a table outside of service to receive registrations.

Aim for 60 to 80 first time registrants in order to get a class of 20-24 attendees for a semester

### **Every Semester**

WHOLYFIT classes are operated on a running 6 week session at WoodsEdge Church where WholyFit began in which a new routine is taught every semester. This gives new participants an introductory period and evens out the class fitness levels so that everyone is learning something new at once and can progress together. Each routine is pre-designed and emphasizes different fitness goals for a well-rounded lesson plan.

### **TARGETING PARTICIPANTS**

WholyFit appeals to both women (75%) and men (25%); all ages and all fitness levels. It is great as a:

- Recreation Ministry - men and women
- Women's Ministry
- Teen Ministry
- Couples Ministry
- Seniors
- Chronic Illness Support Groups

### **3 Most Common Mistakes to Avoid in Starting a Group Exercise Program:**

- 1. Beginning with more than 1 class per week** divides your assets and you end up competing with yourself!
- 2. Giving your participants class time and day choices** is a losing proposition. Offer classes around prime times for success (see statistically proven prime times). No matter how much participants promise to show up at off times, THEY WON'T! Why do you think they have "off-times" open? Because they don't want to go anywhere at off times. Mondays and Tuesdays are good because people aren't tired from the week yet.
- 3. Impatient Program Startup:** Starting the program without effective foundations and without enough registrations will limit your success. You only get one chance for a first class! Roll it out with a BANG!\*\* not a fizzle. No matter how much your members beg you to start up fast, DON'T SUCCUMB TO THE PRESSURE! Let their urgent desire for the program build excitement instead by not giving in to it!

### **ROLLOUT SCHEDULE FOR A FIRST TIME CLASS**

- **Between 6-1 week out:** WholyFit table set up at seasonal Bible study or activity promotion day/night. Sign up sheet to indicate interest, popular days and times for class. Many will not sign up at the table that day, but will need a tri-fold brochure in their hand to take home and be able to think about it.
- **6 weeks out:** Introduce WholyFit info to church administrative staff in order to get church newsletters, website, etc. Populated with class information. The WholyFit ministry can be added to the list of the church's normal ministries wherever they are listed.
- **5 weeks out:** Global announcement. This includes PowerPoint in the Sanctuary and placing an announcement in the church bulletin.
- **4 Weeks out:** Global announcements continue to run. Flyers to be placed in Bible Study boxes for ladies to take if interested. Hang poster size flyers around church campus.
- **3 Weeks out:** Global announcements continue to run. One letter size flyer placed in Bible Study boxes as reminder to make announcement for this ministry. Registration begins before and after both worship services at table. Trifold brochure/registration form available for ladies.
- **2 Weeks out:** Global announcements continue to run. One letter size flyer placed in Bible Study boxes as reminder to make announcement for this ministry. Registration continues before and after both worship services at table. Tri-fold brochure/registration form available for ladies.
- **1 week out:** Global announcements continue to run. One letter size flyer placed in Bible Study boxes as reminder to make announcement for this ministry. Registration continues before and after both worship services at table. Tri-fold brochure/registration form available for ladies.

## **COSTS**

### **WholyFit Generates Income**

All WholyFit costs can be offset by participant registration fees. We charge \$25 for 6 weeks at WoodsEdge. We have a roster of about 120 women in the program, and about 25 register each 12 weeks. You may charge whatever fee you decide.

### **Printing**

Only WHOLYFIT templates must be used to promote and describe the class. We have professionally created templates in Vistaprint available at dealer cost, which saves administration costs, time and energy. Contact [KathyCain@wholyfit.org](mailto:KathyCain@wholyfit.org) or [KaralynTresh@wholyfit.org](mailto:KaralynTresh@wholyfit.org) to order marketing materials such as business cards, brochures, rack cards, post cards, etc.

1. Sunday worship bulletin insert inserts
2. If church does not put inserts in the bulletin, PowerPoint template available.
3. Include at least one textual notice with class and contact information per semester written into the bulletin or handed out by fliers
4. Tri-fold brochure/registration includes a disclaimer  
You will need to continue manufacturing these in order to have them available at every class so that participants can invite the people from the surrounding community. Word of the mouth is always the best advertisement.

### **Babysitting**

Whenever possible we schedule classes during times when church babysitting is already available.

### **Equipment**

- Mats
- Music (sound equipment or "boom box")
- "Atmosphere"
- Providing a Microphone for the teacher is very nice, especially in the case of older population group participants