

Callback Night

Reconnect • Re-engage • Re-enroll



What Callback Night Is

A structured one-to-two evening outreach campaign in which the CD and/or center team personally calls three categories of families who have not yet enrolled. This is not cold calling – every family on your list has already shown interest in your location. Your job is to warmly re-open the conversation, remove the barriers that stopped them, and give them a clear reason to say yes now.

Why it works

- Some families who don't enroll after a tour haven't yet chosen a provider and are still deciding
- A personal call from a CD can carry more weight than an email or text
- The registration fee waiver code removes a common financial friction point
- A tracked code gives us clear campaign conversion data

What's Inside This Playbook

1	2	3	4	5
The Three Audiences	Campaign Setup	Call Scripts	Follow-Up System	Tracking & Results
Who you're calling & why	Lead lists, codes & scheduling	One per audience, fully scripted	Keep the door open after the call	Measure what matters

Section 1

The Three Audiences

Audience A Toured, Didn't Enroll	Audience B Recent Lead, Didn't Tour	Audience C Lost to Another Program
Highest priority. They saw the program. Something stopped them; try to find out what and remove it.	They inquired but didn't take the next step.	Lowest conversion, highest relationship value. Plant the seed for when/if their current placement doesn't work out.

Section 2

Campaign Setup



Getting Your Lead Lists

Your Client Services Coordinator can help you pull and sort detailed lead lists for each audience. We ask for 24 hours' notice to provide the full report.

You can also access your 90-day leads list from the Live Leads Page. [\[Linked Here\]](#) Information includes

- Family name, child's name, and date of birth
- Requested start date
- Date of tour or inquiry
- Notes from previous contact attends and tours.
- Email address and best phone number

The withdrawn children list can be pulled from DCW. Use the Enroll/Withdrawal report. Your Client Services Coordinator/Manager can also assist with this. We ask for 24 hours notice to pull and filter the report.

Registration Waiver Code – How It Works

Callback Night uses a unique code that can be acquired or confirmed with Client Services. The code waives the registration fee at enrollment and serves two purposes:

- Code: request or confirm codes at least 7 days before your event
- Incentive: removes a financial barrier and rewards families who respond
- Tracking: every redemption is tied to this campaign, giving you clear ROI



Scheduling the Campaign

Callback Night runs over 1-2 evenings. Structure it as a team effort.

- Block 2-3 hours: ADs can support in selecting the best time

Before the evening begins:

- Each caller has a printed call list
- Each caller has their audience-specific script in front of them
- All codes confirmed active with Client Services
- Shared tracking sheet open and ready – log every call in real time

Target: To have as many intentional conversations with families as possible.

Call Scripts

Before Every Call

Review what you know about this family before you dial. Know the child's name, age, and which program they were interested in. Reference it in the first 30 seconds. A call that feels personal converts. A call that feels scripted doesn't.

Golden rule: *You are not calling to sell. You are calling to check in, listen, and remove barriers. Families can feel the difference.*

Audience A – Toured, Didn't Enroll

Purpose: *Re-open the conversation warmly, identify what stopped them, and remove the barrier.*

Opening:

"Hi [Name], this is [Your Name], the Center Director at [Center]. I wanted to personally reach out. You came in for a tour recently, and I just wanted to check in and see how your search is going."

Conversation flow:

1. Listen first: 'How has your search been going since your visit?' Let them talk before you say anything about the program.
2. If still deciding: 'I'd love to know what questions you still have. I want to make sure you have everything you need to feel confident in your next steps.'
3. If timing is the issue: 'We can hold a spot for [child's name] with no commitment. This will help keep your options open while you decide.'
4. If cost is the issue: 'I actually have something that might help with that, we have a registration fee waiver code available right now for families who toured recently.'
5. Share the code and confirm you will follow up by email within 15 minutes.
6. If they're ready: move to enrollment. If not, book a follow-up call or a second visit with a specific date.

When they say... you can say...

"We're still looking at a few other options." →

"That makes complete sense. This is an important decision. Can I ask what's most important to you as you compare? I want to make sure you have the full picture of what we offer."

"It's a little more expensive than we expected." →

"I completely understand. That's actually one of the reasons I'm calling. We can waive the registration fee for families, and I'd love to walk you through what's included so you can compare like for like."

"We decided to go somewhere else." →

"Thank you for letting me know. If anything ever changes, please don't hesitate to reach out. We'd love to welcome your family whenever the time is right."

Close the call:

"It was great to connect. I'll send you an email with the registration code and a quick summary of [child's name]'s program right now. Please reach out anytime. We'd genuinely love to have your family with us."

Audience B — Recent Lead, Didn't Tour

Purpose: Make a personal connection, answer their questions, and get a tour booked.

Opening:

"Hi [Name], this is [Your Name], the Center Director at [Center]. You reached out to us recently about childcare options for [child's name] and I just wanted to personally follow up and see if I could answer any questions."

Conversation flow:

1. Open with curiosity: 'What prompted you to start looking at childcare options?'
Understanding their 'why' lets you connect your program to their specific need.
2. Introduce BeeCurious briefly: 'We have a curriculum called BeeCurious that's built around your child's own curiosity and interests. It's hands-on, joyful, and designed to set children up for a lifetime of learning.'
3. Invite them to experience it: 'The best way to really understand what we do is to come and see it. Would you like to set up a visit?'
4. Offer two specific times — avoid asking 'when are you free.': 'I have Tuesday at 10 AM or Thursday at 4:30 — which works better?'
5. Mention the code if they hesitate around cost: 'I also have a registration fee waiver for families who book and enroll this month.'

When they say... you can say...

"We're not quite ready to start looking yet." →

"That's understandable. Many families take time before they need a spot, so they're not rushed. There's no commitment to a tour at all; it's just a great chance to see the space and meet the teachers."

"Can you just send me information?" →

"Absolutely, I'll send you everything, including a sample of our BeeCurious curriculum so you can see what a typical week looks like."

Close the call:

"I'll confirm your tour by email right after this call. We're genuinely looking forward to meeting you and [child's name]. Please reach out anytime before then if anything comes up."

Audience C — Lost to Another Program

Purpose: Build the relationship. No pitch, no pressure. Be genuinely warm and stay in their mind for when things change.

Opening:

"Hi [Name], this is [Your Name] from [Center]. I know it's been a little while, I just wanted to personally check in and see how [child's name] is doing."

Conversation flow:

1. Lead with genuine warmth: 'How is [child's name] settling in? I hope the transition has been smooth.'
2. Listen fully and acknowledge. Do not mention your program unless they bring it up first.
3. If they mention any dissatisfaction with their current program, respond with empathy only: 'That sounds frustrating. I'm sorry to hear that.' Do not immediately pitch.
4. After they feel heard, gently open the door: 'I want you to know that if anything ever changes, we would genuinely love to welcome your family. Our availability does change, so it's always worth a conversation.'
5. Mention the code only if there is clear openness: 'We actually have a registration fee waiver available for returning families right now.'
6. End with a low-pressure request to stay in touch: 'Can I check back in with you in about a month, just to stay connected?'

When they say... you can say...

"We're really happy where we are." →

"That's wonderful, that's what matters most. Please don't hesitate to reach out if anything ever changes. We'd love to reconnect."

"Things have been a bit rocky, honestly." →

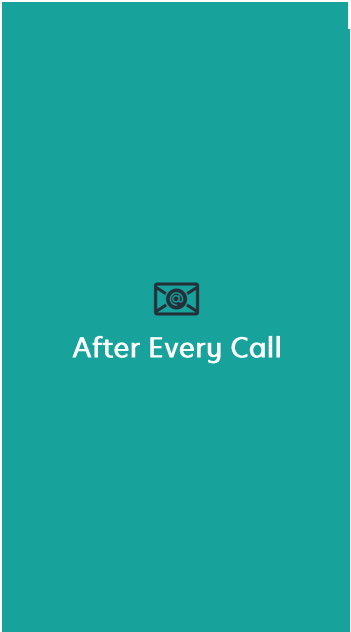
"I'm sorry to hear that. What's been going on? [Listen fully.] I just want you to know that our door is always open."

Close the call:

"It was really lovely to catch up. I'll drop you a quick note with my contact details, so you have them. Please reach out anytime."

Section 4

Follow-Up



Within 15 minutes of hanging up, send a follow-up message. Email for code delivery. Tours can be scheduled from your center's webpage or from the CD Enrollment Portal.

Follow-up email – all audiences:

Subject: Great to connect today, [Name]
*Hi [Name], It was wonderful to speak with you today. As promised, your registration fee waiver code is: [CODE]. It waives the fee entirely and is valid until [DATE]. I've attached a quick overview of our BeeCurious curriculum and the goals for [child's name]'s age group, so you have everything in one place. Reply here, call me directly at [number], I'm always happy to help.
Warm regards, [Your Name], Center Director, [Center]*

If no answer: Leave a voicemail under 30 seconds, then send the email anyway. Subject line: 'Following up on my voicemail today.'

Section 5

Tracking & Results

Log every call on the night. You can also create a central form to track multiple centers' efforts throughout the event. This could be tied into a dashboard to celebrate successes together in Excel, a Teams file, or in Looker Studio (free Google dashboards).

Call Outcome Tracking EXAMPLES

Family Name	Child Age	Outcome	Next Action

Call Back Night

Let's get those enrollments! Learn and Play - 50% off reg fee code for called LAPWelcome50C

Parents Name

0/255

Campus

Action Made

Outcome Codes – Use in the 'Outcome' Column

E	Enrolled tonight	T	Tour booked	CB	Call back requested
C	Code shared	NR	No response / VM left	X	No longer interested

Incentives and Prizes

- Keep rewards simple and motivating for your team. Rewards can be tied to the center's performance:
 - Lunch of their choice
 - \$50 gift card prizes for:
 - Most calls made
 - Most emails sent
 - Most tours booked
 - Most enrollments achieved

Campaign Success Metrics

 Total Calls Made	 Live Conversations Calls vs. voicemails	 Codes Shared	 Tours Booked Within 7 days	 Code Redemptions Via Client Services	 Enrollments Within 30 days
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Before the Campaign	After the Campaign
☐ Lead lists pulled from Client Services for all 3 audiences ☐ Lists sorted by recency and priority ☐ Unique registration codes confirmed active ☐ Code expiry dates noted and shared with callers ☐ Call scripts printed for each caller ☐ Tracking sheet set up and accessible to all callers ☐ Follow-up email templates ready to send within 15 min ☐ Callers briefed on tone, purpose, and their audience	☐ All call logs submitted to CD for review ☐ Every family that received a code followed up by email ☐ All 'Call Back' families scheduled with specific dates ☐ Results shared with leadership: calls, codes, tours, enrollments ☐ Team debrief: which scripts worked, which objections came up most, provide Client Services feedback to improve support materials

Remember

They haven't said no. They've just said not yet. Your call is the bridge between where they are and where they want to be. Be warm, be genuine, be patient and make it easy to say yes.