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A Christmas gift worth sharing

A personal invitation to your Snap Fitness club



/ Club Media

Real printed gift cards

Previous Snap Fitness production



Assembled 14-day passes



Printed display stock

Earlier artwork shown. Client details blacked out.

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What happened at our own club

Around 600
passes distributed through existing members
during December and early January

84
new 12-month memberships



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Christmas gives your team a reason to reach out

/ Example staff introductions



To members

"Here's a gift for you to give someone this Christmas."



To nearby businesses

"We've brought a Christmas gift for you and your team."

/ A seasonal reason can make the first conversation feel easier.

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A gift members feel proud to give

A genuine retail value can help members understand what they are sharing.

Sell the passes, gift them, or combine both.

Your club sets the price and redemption terms.



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A joining bonus they can give for Christmas

Example staff introduction

“As a Christmas bonus, you receive two gift passes to share.”

/ Before joining

Include the gifts in your membership presentation.

/ After joining

Make them a welcome surprise.

Your club chooses the genuine retail value and redemption terms.



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A Christmas thank-you for existing members

Example staff introduction

“We’d love to give you two Christmas gifts to share.”

A thoughtful handover gives staff a clear reason to give.

Members choose who would enjoy the club.

Passes are for eligible guests. Members receive them to **share**.



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Local business partnerships





1. Owners and staff

Introduce the club with a few passes for nearby workers.

2. Partner customers

Agree a promotion, such as a salon gifting a pass after a haircut.

Start with the relationship. Build the promotion together.

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Relationships that continue beyond Christmas

Members introduce people they know.

Shared routines help members stay motivated and connected.

Local partnerships can create ongoing introductions.

/ Growth, community and the opportunity to support retention.



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How a gift pass becomes a membership

1. Record the referral

Write the member's name in the From field.

2. Make the welcome personal

Recognise the referrer, ask about goals and show the club.

3. Give them a first experience

Arrange their first session, then ask how it felt.

4. Invite them to join, then follow up

Offer membership now (Typical conversion: 50%+).
Or activate the rest of their pass and book the next visit.

Conversion playbook included: staff scripts and trial follow-up.

Book the next visit. Check in after sessions. Follow up before the pass expires.



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A prepared start to January

Put gift passes into circulation in December.

Write the member's name in the From field.

Welcome referred guests through January.

Give your team a clear conversion and follow-up plan.

/ Results depend on distribution, guest experience and follow-up.



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Another option: $100 club credit

- A different offer for the same gifting channels.
- Your club agrees what the $100 covers.
- Personalised for your nominated club(s).
- Redemption, eligibility and expiry are tailored to your club.



Offer artwork example. Final terms confirmed with your club.

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Your club's Christmas campaign

- **Personalised club gift cards**
  Your club name printed front and back.
  Only valid at your nominated club(s).
  Single-club and multi-club options.
- **Staff scripts and digital marketing assets**
- **Execution guide and conversion playbook**

Your proposal confirms quantities and inclusions.

Request your personalised artwork and pricing

- **Club Media**

