

RETENTION TRIGGER CALENDAR

Four things happen to every member. Each one has a play and a deadline. Print this Monday, fill it in through the week, and nobody quietly ghosts.

Week of ____ / ____ / ____ Coach _____

THE FOUR TRIGGERS

TRIGGER 1 A NEW MEMBER JOINS

The play: a real check-in from a coach who uses their name. Ask what they want out of this. Write it down.

Day 1 and day 30

Owner: _____

TRIGGER 2 ATTENDANCE DROPS OFF

The play: a "we miss you" text before they quietly ghost. One line, from a person, no sales pitch.

Within a week of the gap

Owner: _____

TRIGGER 3 THEY HIT A MILESTONE

The play: a public shout-out. First stripe, 100th class, first comp. On the mats, in the group chat, on Instagram.

As it happens

Owner: _____

TRIGGER 4 EVERYONE

The play: one community ritual that isn't training. Open mat, cookout, belt night. Same slot every month.

Monthly

Owner: _____

DAY 1 CHECK-INS

joined this week

MEMBER	JOINED	WHAT THEY WANT	DONE
			☐
			☐
			☐
			☐
			☐
			☐

DAY 30 CHECK-INS

joined a month ago

MEMBER	DAY 30	CLASSES SO FAR	DONE
			☐
			☐
			☐
			☐
			☐
			☐

"WE MISS YOU" LIST

anyone who hasn't been in for a week or more

MEMBER	LAST CLASS	DAYS OUT	WHAT YOU SENT (TEXT / CALL / DM)	SENT ON	REPLY?	BACK
						☐
						☐
						☐
						☐
						☐
						☐
						☐

MILESTONES THIS WEEK

MEMBER	MILESTONE	WHERE YOU CALLED IT OUT	DONE
			☐
			☐
			☐
			☐
			☐
			☐

THIS MONTH'S RITUAL

What: open mat · cookout · belt night · other

Date and time:

Who runs it:

Announced (mats / chat / IG): ☐☐☐

Members who came:

Ten minutes on Monday, five on Friday. Pull the join list and the attendance report, fill in the names, and hand the sheet to whoever owns each trigger. If your software tracks attendance, the "we miss you" list and the day-30 list can fire automatically. The check-in itself still has to be a person.