

Head Back to School with CHA! Promotion Idea Sheet

Customers are an important part of any retail store—in fact, it is the most important part! Making your store “teacher-friendly” is an excellent way to build your customer base as well as develop positive community relations. As thousands of teachers nationwide prepare for the new school year, Back to School is your opportunity to draw teacher traffic to your store.

The following are some ideas to increase in-store traffic during the Back to School frenzy.

- Offer special discounts for teachers. Remember, many teachers use money out of their own wallets to get school supplies so offering special prices is a great way to get & keep new teacher customers. The discount could be specifically for Back to School or you can offer it year round.
- Have a contest just for your teacher customers. Have them fill out their information for a random drawing for the winner. The prize could be a % discount off of a purchase, a bunch of donated craft products, etc. Be sure to take a photo of the winning teacher and send to your local newspaper—a great way to show that your store supports the community as well as draw in more teachers and other customers.
- Have a make-it take-it specifically for teachers with an education theme. The projects should be crafty AND educational, and will show the teachers first-hand how easy it is to incorporate crafts in the classroom. You could even have a “Teacher Day” with events all day long geared specifically to teachers and education.
- Teachers know what kinds of projects teachers needs. So why not ask teachers to submit their favorite craft related education project. Use it to start a “reference section”—a special area that teachers can go to and look through what projects might work for their curriculum. Provide photocopies of the project for them to take with them. Then, they are right there to get the materials that they will need.
- Use the CHA’s “Teacher-Friendly” window cling and post cards to let teachers know that your store supports them.
- Use the [Making the Connection to the Education Marketplace](#) booklet to give you some specific ideas on how to get teacher’s involved. Then you can tailor those specifically to the back to school period. CHA has these booklets on hand to give to retailers.

