

THE COMPLETE WORKBOOK

Dating as a Revenue Stream

Running singles & social events at your gym

A step-by-step operating manual covering the commercial case, the three event formats, registration and matching, marketing and cadence, **Vitality Fitness** integration, CRM setup, and the full event run sheet — from first promotion to post-event re-engagement.

What's inside

Each part follows the same shape: a short why, the best-practice notes, then a tick-box SOP you can print and run from. Work through it once to set up, then use the checklists every cycle.

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The Opportunity

Your gym is already full of fit, motivated, single people who show up voluntarily several times a week — a community most dating apps would pay enormous sums to assemble. The opportunity is simple: design events that turn the room you already have into a place where people connect, then capture the revenue and retention that follows.

Why now

- **Dating apps are losing users at scale.** An entire generation tried digital dating, found it exhausting, and is actively looking for in-person alternatives.
- **Gen Z is the most gym-engaged generation in history,** and the majority prefer group training. They come for the workout and stay for the people.
- **Large chains will not run social or singles events.** The brand risk is too high and community cannot be manufactured at scale. That structural gap is your advantage as an independent operator.

The two commercial levers

Every event you run works two levers at once:

LEVER	WHAT IT MEANS	WHY IT COMPOUNDS
Direct event revenue	Entry fees from members and visitors attending the event itself.	Immediate, predictable income that did not exist on your timetable before.
Retention lift	Members who form a training partner, a crew, or a social circle at your gym cancel far less often.	A connected member stays for years, not months. This is the larger number over time.

THE HONEST FRAMING

This is a revenue strategy and a genuine community builder at the same time. Lead with the human side in your marketing — people respond to connection, not a sales pitch — and let the commercial return follow. **Members can tell the difference.**

The Three Event Formats

Three formats cover the full spectrum of personality types in your gym: one to compete, one to simply train, and one to socialise. Run all three and you give every member an entry point that matches their comfort level. Start with one, prove it, then add the others.

Format 1 — Blind Date

MONTHLY · FLAGSHIP

Doubles

A competition with a twist. Members sign up solo and are paired with a stranger at the door, then compete together as a team.

KEY CONCEPTS

- **Sign up solo** — nobody brings a partner. That is the rule, and it is what makes it work.
- Aim for a roughly **50/50 split** of attendees so pairing is balanced.
- Pair by fitness level wherever possible so the race is fair and nobody feels like a liability.
- Use a partner-based format (Hyrox-style stations, an AMRAP, or a relay). It need not be an official race.
- Finish on a leaderboard — the shared effort and the result give people something to talk about.

Best for: The competitive, outgoing crowd. Highest energy, highest social payoff, and the most natural to market because the name does the work for you.

CADENCE — MONTHLY

Format 2 — Singles Partner

WEEKLY

Workout

Low pressure. Just train. A dedicated class on your regular timetable where everyone in the room is single and everyone gets a randomly assigned partner.

KEY CONCEPTS

- A regular, **recurring slot** on your weekly timetable — not a one-off event.
- Everyone in the room is single, so nobody is singled out or has to declare anything publicly.
- Partners are **randomly assigned** — no choosing, which removes the awkwardness entirely.
- No race, no prize, no spotlight. The workout is the point; the connection is the by-product.
- Can include partner exercises so people interact, but it stays a normal training session in feel.

Best for: The nervous first-timer and anyone who finds an explicit dating event too much. This is your low-barrier entry point.

CADENCE — WEEKLY

Format 3 — The After-Dark

EVERY 2 WEEKS

Session

Sweat first. Connect after. An evening workout with limited capacity, followed by structured social time.

KEY CONCEPTS

- Evening workout, deliberately **limited capacity** to keep it intimate.
- Roughly **60 minutes training, then 30 minutes social** — a smoothie bar, a stretch, music that stays on.
- The workout breaks the ice for everyone, so the social half never feels forced.
- Charge for it and make it feel like an event, not a class.
- This one is about community and atmosphere, not competition.

Best for: Community builders and members who want connection without competition. The strongest format for building the regulars who anchor your retention.

CADENCE — EVERY TWO WEEKS

MIX THE THREE TO BUILD A SERIES

Different formats pull different people. Rotating between them — and reshuffling partners each time — means members meet new faces every cycle rather than the same group. That variety is what keeps a series alive over months (see Part 9).

Registration & Forms

Registration does two jobs at once: it takes the booking, and it quietly collects everything you need to pair people well. Done right, the member experiences a friendly two-minute sign-up; behind the scenes you capture the data that makes matching work and keeps the event safe and comfortable for everyone.

READ THIS BEFORE DESIGNING ANY FORM

Collect each person’s own preferences — who they would like to be matched with — rather than categorising people yourself by ethnicity, religion, or any sensitive attribute. Preference-led and consent-based is both safer under POPIA and far less likely to feel intrusive. **The member is always in control of what they share and who they are open to meeting.**

Form 1 — Event Registration (the booking)

Kept short on purpose. This is the form everyone completes to secure a spot. It should feel like booking a class.

FIELD	TYPE	NOTES
Full name	Text	Required.
Mobile number	Text	For the WhatsApp reminder and day-of logistics.
Email	Text	For confirmation and follow-up.
Member or visitor	Single choice	Flags Vitality / guest / full member for your CRM.
Which event	Single choice	If you run more than one format.
Fitness level	Single choice	Beginner / Intermediate / Advanced — used for fair pairing.
Consent to event terms	Checkbox	Links to your short event terms and photo policy.

Form 2 — Matching Preferences (optional, private)

Only relevant for the pairing formats. Make it explicitly optional and clearly private — seen only by the person assigning pairs. Keep the tone light and respectful.

FIELD	TYPE	WHY YOU ASK
I'd like to be paired with	Men / Women / Either / Prefer not to say	The single most important field. Respects orientation without you labelling anyone. Honour it exactly.
Comfortable age range	Range / bands	Avoids obviously mismatched pairings; keep bands generous.
Anything that matters to you for a match	Optional free text	Lets a member volunteer their own faith, language, or dealbreakers in their words — only if they want to.
Are you here mainly to...	Meet someone / Make friends / Just train	Sets expectations and lets you pair intent with intent.
Anything we should know to make you comfortable	Optional free text	Catches accessibility needs or social anxiety. Signals you care.

WHAT NOT TO PUT ON THE FORM

Do not include tick-box fields for race, ethnicity, religion, or health status. Asking the gym to sort people into those boxes is where it becomes insensitive and legally risky. If any of those things matter to a member, the open 'anything that matters to you' field lets them raise it themselves, in their own words, with full control.

■ Privacy & POPIA basics

- State clearly **why** you collect each field and **who sees it**. Matching preferences are seen only by the staff member assigning pairs.
- Get **explicit consent** for photos and video, with an easy opt-out (e.g. a different-coloured wristband for 'please don't photograph me').
- Store preference data securely, use it only for the event, and **delete on request**. Do not feed sensitive free-text answers into your marketing lists.
- Keep the matching form **separate** from the booking form so sensitive data is not mixed into routine records.

The Matching Methodology

Good matching is mostly about avoiding obvious failures, not engineering perfect couples. Your job is to create fair, comfortable pairings and let chemistry do the rest. Here is a simple, defensible method.

■ The matching hierarchy

Apply these in order. The first three are **hard rules**; the rest are tie-breakers.

- 01 **Honour stated preference first.** If someone said 'pair me with women', that is absolute. Never override a stated preference to balance numbers.
- 02 **Respect the age band.** Stay inside the comfortable range each person gave.
- 03 **Match intent with intent.** Pair 'here to meet someone' with the same, and 'just here to train' with the same. Mismatched intent is the most common cause of an awkward pairing.
- 04 **Balance fitness level** so the workout is fair and neither person feels held back or carried.
- 05 **Honour any free-text dealbreakers** a member volunteered.
- 06 **After all the above, randomise.** Do not play matchmaker beyond the rules — randomness within the safe set keeps it fun and removes any perception of bias.

■ Practical pairing method

- Do the pairing **in advance** from the registration data, not on the door. Arrive with a printed pairing sheet.
- Have a few **flex spots** in mind for no-shows so you can re-pair quickly without leaving someone standing alone.
- If numbers are uneven, run **one team of three** rather than leaving a person unpaired. Never leave anyone out.
- Keep a discreet master list. The pairing logic stays with one staff member; members just see their partner's first name when they arrive.

■ Sensitivity guardrails

- Never announce **why** two people were or were not paired. The logic is invisible to attendees.
- Train the person on the door to handle a 'can I swap?' request gracefully and without fuss — always have a fallback.

- **Default to dignity.** If you are unsure whether a field or a pairing might feel insensitive, leave it out or route around it.

AVOID THE OBVIOUS-FAIL PAIRING

If two people's stated preferences or intent clearly cannot work, do not pair them — quietly route around it. A single bad pairing is what people remember and post about.

Marketing & Cadence

Momentum is everything with social events. A single event is a novelty; a predictable rhythm becomes part of how your community thinks about your gym. The model below mirrors the monthly marketing engine you already run for Vitality, adapted for events.

How often to run them

Something every week, a highlight every fortnight, and a marquee event every month — enough to keep momentum without burning out your team or your audience.

FORMAT	CADENCE	ROLE IN THE RHYTHM
Singles Partner Workout	Weekly	The steady drumbeat. Always on the timetable, low effort to run.
After-Dark Session	Every 2 weeks	The mid-tier social anchor that builds your regulars.
Blind Date Doubles	Monthly	The flagship. The one you promote hardest and capture content from.

The monthly marketing engine

Run this every month so the calendar never catches you by surprise. Dates assume a 1st-of-month launch.

WHEN	ACTION
By 20th (prev. month)	Lock next month's event dates, themes, and which format runs when.
By 25th	Design assets: social posts, reel frames, WhatsApp graphic, in-club QR poster, email banner.
By 27th	Approve all copy across channels.
1st	Launch across Email + WhatsApp + Social on the same day.
7th–10th	Review bookings; follow up low-engagers personally; rebalance any near-full events.
15th	Mid-month push: photos from the last event, a testimonial, a reminder of what's coming.

WHEN

ACTION

25th

Start next month's planning from this month's numbers.

■ Channels & message angle

- Lead with **experience and community**, never price. 'Meet people who train like you' beats 'R400 entry'.
- Use **real photos** from past events as social proof. A packed, laughing room sells the next one.
- Always include a single clear call to action and a booking link or QR code.
- Highlight **limited spots** — scarcity is honest here because capacity really is capped.
- Encourage **'tag a single friend'** — your members do your acquisition for you, and the friend may be a Vitality lead too.

■ Copy starters

SOCIAL — BLIND DATE DOUBLES

"Five-thirty alarm. Same values. Same start line. Blind Date Doubles is back this month — sign up solo, meet your partner at the door, race together. Tag someone who needs to be there. Limited spots, link in bio."

WHATSAPP — AFTER-DARK SESSION

"This Thursday: After-Dark. Train hard, then stick around for smoothies and good people. 20 spots only. Want me to hold one for you?"

Funding & Filling Events with Vitality Fitness

Vitality Fitness is the single best way to fill these events with new faces at near-zero acquisition cost. Discovery Vitality members can find your facility in the Discovery app, book a session, and walk through your door already motivated. An event turns a one-off subsidised visit into a community experience that converts.

Why it fits the dating-event model

- Vitality leads are **verified, goal-driven** members rewarded for attending — warmer than typical ad traffic and naturally social.
- They book directly through the Discovery app, and the booking **auto-creates a lead** in your Itensity CRM.
- Events are exactly the experience-led touchpoint Vitality leads respond to — a reason to come back, not just train once and leave.

How the money works (current model)

MECHANIC	DETAIL
Free workouts per month	Tiered by status: Blue 0, Bronze 2, Silver 2, Gold 6, Diamond 6.
What the gym is paid	If a member uses all their tokens at your facility, you are paid for 21 visits — the first 3 are unpaid trials.
Extra visits	Members can buy additional visits via the Discovery Banking app or with Discovery Miles.
Payment trigger	A confirmed booking , not attendance. If a member books and cancels, you are still paid. The QR code is only for the member to earn their 100 Vitality points.
Payment cycle	Discovery pays on Fridays for bookings Wed-following Tue; remittances reach facilities on Mondays.

IMPORTANT

Submit your real advertised rack rate to Discovery — they review and flag inflated pricing. A Gold or Diamond member is worth roughly **four times** a Blue member in annual visit capacity, so high-status visitors are the ones most worth converting through a great event experience.

■ The play: Vitality visitor → event regular → member

- A Vitality member books a normal session through the Discovery app; the lead lands in your CRM tagged **Vitality**.
- At that first session, the coach or front desk personally invites them to the next event — ‘we run a social workout every Thursday, want me to hold you a spot?’
- They attend the event, meet people, and now have a reason to return that has nothing to do with the workout alone.
- You nurture over multiple visits (**experience first, never a hard sell**) and convert to a full membership once the relationship is built.

■ Setup checklist

- 📌 Register your facility on Discovery Vitality Fitness (free listing).
- 📌 Activate the Itensity integration — log a support ticket if needed.
- 📌 Configure at least one Booking Credit or one Day Pass so you appear on the Discovery platform.
- 📌 Set up QR code access under Manage > Discovery > QR Code.
- 📌 Confirm Vitality bookings appear in your schedule and auto-create CRM leads.
- 📌 Ask your Itensity onboarding contact to get you onto Discovery’s marketing distribution list.

CRM Setup & Lead Stages

Events generate two kinds of value you need to track separately: bookings for the event itself, and the longer conversion journey of the people who attend. Set your CRM up so neither gets lost.

■ Event pipeline stages

A simple, event-specific pipeline that runs alongside your normal sales pipeline:

STAGE	WHAT IT MEANS	TRIGGER TO ADVANCE
Registered	Booked a spot via your form or the Discovery app.	Form submitted / booking confirmed.
Paired / Confirmed	Matched (if applicable) and reminder sent.	Pairing done, WhatsApp reminder delivered.
Attended	Showed up and took part.	Check-in on the day.
Followed Up	Thank-you and next-event invite sent within 48h.	Follow-up message logged.
Repeat Attendee	Came to a second event.	Second check-in.
Converted	Joined as a full member (or upgraded).	Membership confirmed.

■ Tagging & ownership

- Tag every event lead by source: **Member / Visitor / Vitality**. The tone of follow-up differs — Vitality leads are experience-first, never a hard sell.
- Tag by **format attended** (Doubles / Singles Workout / After-Dark) so you can see which event converts best.
- Assign an **owner** to every lead so no one slips through. The coach who ran the session is often the best owner.
- Log a note after each event — who connected with whom, who to invite back, who asked about membership.

■ Bookings setup

- Create each event as a **bookable session** in Itensity so registration, capacity, and reminders are automated.
- Cap capacity deliberately — scarcity is real and protects the experience.
- Turn on automated booking confirmations and pre-event reminders (email + WhatsApp).
- Use the booking record as your **attendance and pairing source of truth**.

Running the Event — SOPs

A great event is mostly logistics done quietly well. Use these run sheets as printable checklists. Assign an owner to each block before the day.

■ Pre-event (3–4 weeks out)

- 📅 Choose the format, date, and theme; slot it into the timetable.
- 📅 Open bookings in Itensity; set the capacity cap.
- 📅 Build the marketing assets and schedule the launch (see Part 5).
- 📅 Put a QR booking poster up in-club.
- 📅 Assign roles: door/check-in, pairing, coaching, content capture, social host.

■ One week before

- 📅 Send reminders across email, WhatsApp, and a social story.
- 📅 Do the pairing from registration data; print the pairing sheet (pairing formats only).
- 📅 Confirm equipment, music, and any extras (smoothies, props, photo backdrop).
- 📅 Brief staff on the run sheet and on sharing prompts.

■ Event day

- 📅 Set up the space, music, and a branded photo spot before anyone arrives.
- 📅 Warm welcome and check-in; hand out wristbands (including the 'no photos' colour).
- 📅 Reveal pairings warmly; have a fallback ready for no-shows and swap requests.
- 📅 Run the session with energy; the coach sets the social tone.
- 📅 Capture photos and short clips; push the event hashtag.
- 📅 Note new leads, connections, and membership interest as they happen.

■ Within 48 hours

- 📅 Send a personal thank-you to every attendee with a recap and photos.

- 📌 Invite them to the next event with a direct booking link.
- 📌 Log attendance, notes, and any membership interest in the CRM; advance pipeline stages.
- 📌 Post the recap publicly — it markets the next event for you.

■ **Post-event review (within 1 week)**

- 📌 Review the numbers: bookings, attendance, no-shows, new leads, conversions.
- 📌 Quick team retro: what to keep, what to change.
- 📌 Schedule the next event and start the cycle again.

Re-engagement & Running a Series

The real value is not a single event — it is a rolling series that keeps people coming back and meeting new people each time. This is where momentum, retention, and word-of-mouth compound.

Keep people meeting new people

- **Reshuffle pairings every event.** The whole point is variety — the same two people paired twice defeats it.
- **Rotate the format.** Someone who found Blind Date Doubles too intense might love the After-Dark Session. Rotating widens who shows up.
- Run **themed editions** — seasonal, charity, guest-coach, or milestone — to keep a long series feeling new.
- If a core group forms, gently **seed new members** into it rather than letting it close off. A clique that excludes newcomers kills a series.

Re-engagement plays

TRIGGER	PLAY
Attended once, not back	Personal WhatsApp: 'great having you — next one's on [date], want a spot?'
Regular who's gone quiet	Win-back invite to a themed edition with a small perk.
Connected with someone	Light check-in; invite both to the next event.
Vitality visitor	Soft monthly nurture; invite to events; convert after multiple visits.

Building a multi-series programme

Once one series is healthy, you can run parallel series so different groups of people mix:

- **Stagger series by day or time** so different demographics self-select (e.g. an early-morning crowd and an after-work crowd).
- Keep a **shared social layer** — a combined monthly After-Dark — so the separate series occasionally cross-pollinate.
- Track each series **separately** in the CRM so you can see which is growing and which needs a refresh.
- **Retire and relaunch.** If a series goes stale, rest it for a month and bring it back with a new theme.

THE MOMENTUM RULE

Consistency beats scale. A small event that runs reliably every week builds more community — and more retention — than a big one-off that never returns. **Protect the rhythm above all else.**

Master Checklists & Templates

Printable quick-reference versions of everything above. Photocopy these and run from them.

■ Quick-start: launch your first event in 4 weeks

- 📄 Pick ONE format to start (Blind Date Doubles is the easiest to market).
- 📄 Set a date and a capacity cap.
- 📄 Build the registration form (Part 3) and the matching form if pairing.
- 📄 Create the bookable session in Itensity.
- 📄 Make assets and launch Email + WhatsApp + Social on the same day.
- 📄 Put a QR poster in-club and brief your team.
- 📄 Do the pairing, run the event, capture content.
- 📄 Follow up within 48 hours and book the next one.

■ Registration form — copy-ready field list

BOOKING FORM

Full name · Mobile · Email · Member or visitor · Which event · Fitness level · Consent to terms + photo policy

MATCHING PREFERENCES (OPTIONAL, PRIVATE)

I'd like to be paired with (Men / Women / Either / Prefer not to say) · Comfortable age range · Anything that matters to you for a match (free text) · Are you here to (Meet someone / Make friends / Just train) · Anything we should know to make you comfortable (free text)

■ Matching hierarchy — at a glance

- 01 Stated preference (absolute)
- 02 Age band
- 03 Intent matched to intent
- 04 Fitness level

05 Volunteered dealbreakers


06 Randomise within the safe set

■ Monthly cadence — at a glance

- **Weekly:** Singles Partner Workout
- **Every 2 weeks:** After-Dark Session
- **Monthly:** Blind Date Doubles (flagship)
- **Marketing:** lock by 20th, design by 25th, approve by 27th, launch on 1st, mid-month push on 15th

■ CRM pipeline — at a glance

- Registered → Paired/Confirmed → Attended → Followed Up → Repeat Attendee → Converted
- Tag every lead: **Member / Visitor / Vitality**, and by format attended.



You have the room. Use it.

Your members are lonely. They're motivated. And they're already showing up. Give them a reason to stay after the workout ends.

Run events, fill them with Vitality, convert them in your CRM

Bookable event sessions, capacity caps, automated reminders, Vitality integration and an events pipeline — all in Itensity.



Built by Itensity to help independent operators turn community into revenue. For the Vitality Fitness source material and AI prompt library, see the Itensity Academy knowledge base.