

# KRAV MAGA

*A Decade of Excellence*



"Stay back, you guys! This stuff has killed 99.99% of our fellow germs!"



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## 2020 April FDKM Newsletter

Let's work together to combat Covid-19! It's no April fool's joke, stay home, wash your hands, and take care one another.

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Hello FDKM'ers

Nick and the First Defense team would like to send our sincerest thanks to our members for sticking it out with us during these uncertain times. We really appreciate all the kind words of support we've received over the past few weeks. We've been working hard trying to answer everyone's questions. Organizing, producing, and creating access to materials and resources for online learning and training. Thank you for your patience and understanding for the delay in getting everything out to you. We are looking into every option currently available to us to try to ensure that we will have a facility and can resume training once we are allowed to re-open to the public.

Please be sure to read through the newsletter thoroughly. Many questions about how we're proceeding with training, accounts, and other related issues will be answered below. We will continue to follow the State's order to close non-essential businesses until told that it is ok to re-open. Please continue to work together as a community and stay home to help flatten the curve.

- Nick, Ann, and the First Defense Krav Maga Team

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## UPCOMING EVENTS



### Live Q&A Sessions

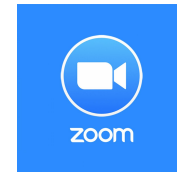
We'll be hosting live Question and Answer sessions with Nick every week. This is a great opportunity to get answers and feedback about any techniques or scenarios you may have.

We'll send out a schedule and invitation to join the session to all active members via email.



### Live Focused Instruction

In April, Nick and the FDKM team will also live stream focused instruction on specific topics. We'll get into some of the the nitty gritty of techniques that often get overlooked and get into detail about form and function.



### Members Weekly Meet & Greet

We miss seeing you guys! Every week we'll schedule a Zoom meet and greet. Just a social opportunity for us to get together, catch up, check up on one another, or play a game! Ann posts the link in our Facebook Private group. If you're not on FB, and would like the link, just email Ann, and she'll email you a link

## In First Defense Krav Maga News

### Covid-19 and Continued Temporary Closure

Next 30 days and beyond



First Defense Krav Maga will be closed until the State of Virginia lifts its closure of all non-essential businesses. As of March 23rd, Governor Northam has ordered all non-essential businesses such as gyms and group fitness classes to close until further notice. As of March 30th, he has also ordered a Stay at Home order for all Virginians. We here at FDKM take your health and safety as a top priority. As a community we must all do our part to stop the spread of Covid-19. The more we follow the experts' advice, the sooner we can resume doing the things we miss the most. Also, by following the recommendations given by the CDC we can help minimize the spread of the virus, thus relieving immense pressure on essential services.

For information, recommendations, and guidance given by the State of Virginia please visit: <https://www.virginia.gov/coronavirus/>

or the CDC at: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

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## How to Keep in Touch with FDKM

Email is the way to reach out to us

If you happen to have missed our last two announcements, here's just a quick reminder about the best way to reach us during our temporary closure during Covid-19. You may reach us at the studio via phone, however due to the stay at home order we will only be checking into the studio and voicemail about once or twice weekly.

Though, FB instant messenger or phone text message may be quick and convenient, it also gets lost in the mix, and many times we miss them.



Email is the best way to reach us. If you have any questions or concerns please email:

[info@firstdefensekravmaga.com](mailto:info@firstdefensekravmaga.com)

If possible please send any and all questions to that email address. Ann will check that inbox on a daily basis. Please try to refrain from emailing Nick or Ann directly, unless it's an urgent matter. Also, please email the info address instead of emailing Dakota, as she will not be checking emails.

# Memberships & Accounts

Moving Forward

Probably one of the most asked questions during this pandemic, what is going to happen with my membership? We'll break down the options again below, what it all means, and what makes the most sense for your own situation.

For those of you who are able to continue with your regular auto-payments on your monthly memberships with us. Thank you! This will help us enable our capability to try to keep our business afloat and ensure that we are able to reopen when time comes.

We have been working hard to provide resources, educational materials, and online training for those who have decided to keep your memberships active with us during this difficult period.



By keeping your membership active with us we will be providing the following:

- Access to our FDKM Academy via Thinkific. Thinkific will be our online portal we'll use to post assignments, presentations, and training supplements. We'll provide reading and presentation materials to delve into the more academic theories of Krav Maga. Video clips of training, tips, and techniques to practice at home
- Weekly Group Q & A sessions
- Live weekly online focused instruction on specific topics
- Additional benefits will be added as we move

forward.

## Deferred Account Holds vs. Traditional Account Holds

For those who are requesting a hold put on their accounts. There are two options to do so. If you need to request a hold, please email [info@firstdefensekravmaga.com](mailto:info@firstdefensekravmaga.com). Your account must be up to date with no outstanding balances in order to place the hold. For those who have only one month remaining on your agreement, please contact us, so we can discuss options about how to move forward with your membership.

### Deferred Account Hold

If you are able to do this type of hold, this is the preferred hold. By putting your account on a deferred hold, your account will continue to be auto-debited as the agreement terms states every month. However, for every month that is debited, you will receive a credited month added to the end of your agreement. Example, if your account debits on the 1st of the month, it will continue to do so. However, if your agreement ends on October 31st, then we will credit you 1 month. Which means there will be no charge on November 1st for the additional month of training at the end of the agreement.

### Traditional Account Hold

Many families are faced with hard choices during this period of time. Especially if there are changes in employment or feel that they would just like to pause payments all together. A traditional hold, will stop auto payments on your account for the requested amount of time. However, this will extend the agreement terms by the equivalent amount of time that the hold is in place for. For example- Your account is placed on hold for 1 month. No automatic payments will go through for said month. However, if your agreement term would normally end on Oct. 31st,



because of the hold request, your account will be extended by a month with fees for that month due as usual.

What else can I do?

Some have requested to proceed with their account in other ways. We are a small business and will work with you to the best of our ability. So please to do not hesitate to contact us about your account. Communication is always the best option. On the flip side, we've had some ask about paying for their memberships in full, in advance, instead of doing the monthly payments just to help out. If you're interested in going this route, we do offer a 15% discount on all Paid in Full memberships. Just email Ann if you'd like details on this option.

As always, thank you so much for being a member at First Defense!

## Account already on hold?

For members with an account that was already on hold or only initially requested a 1 month hold, we will extend the hold until we reopen. We will email all notifications of extensions in the next few weeks.

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## Extensions on Passes and Courses

It's not going to expire!



If you happen to have a 3 class pass that wasn't completed before the Covid-19 temporary closing, No worries! We will be extending all passes. We will contact you to schedule a new date to come in once we re-open.

For anyone who registered for our Intro to Krav Maga Course, we will credit you for the next one. Dates to be determined depending on when we are able to reopen.

We're looking forward to seeing everyone back soon!

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## FDKM Academy

Thinkific online learning and resources



Since the onset of the temporary closure of the studio, we've been working around the clock to organize, produce, and implement a way for our active members to still receive training at home. There are many facets to Krav Maga besides the physical aspects. Our online academy hopes to address every area of self-defense training. As we roll out the program, you'll find lectures, documents, curriculum, and video explanations posted in the academy. This gives you the chance to train both the body and mind. We have started to email out logins to active members. If you haven't received your login, please email us and let us know.



Parents of our Krav Junior program, we've also sent links for you to login to our academy. For all active members, it's an opportunity for the kids to review their curriculum and practice at home. We've been working on filming what the techniques and skills are for you and your children to work together at home. Many of your kids are familiar with these defenses, but make sure they are hitting all the check points. In addition to the techniques and defenses, there will also be warm-ups and suggested drills to get them moving! We'll also include some resources such as packets mailed home, online links, and reading material for the Krav Juniors to check out and study. The kid's division members got some materials sent home about Strangers, it's a great opportunity now to have this discussion with your kids. The Youth division also got sent a packet of Anti-bullying materials to follow along with at home. Every week we'll update the academy with more lessons and materials. Nick will also be scheduling checkins with the students to see how everyone is feeling and if anyone has any questions about techniques.

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**Congrats on Achieving the Next Krav Maga Rank!**



**Congrats to our members for earning their next rank! We were able to squeeze in our level test right before we closed. Great job everyone! Looking forward to seeing you guys earn your next rank!**

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## Live Online Sessions

Zoom Zoom

**JOIN US**  
SESSIONS ALL THROUGH  
**APRIL**

  
**LIVE**  
20-30 min  
Focused Instruction  
on Specific Topics

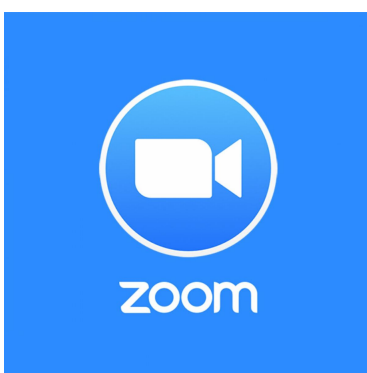
  
**FDKM ACADEMY**

The FDKM team will be hosting weekly Live Zoom lessons on specific topics. Active members will receive an invitation via email to join each session and the Topic we'll be covering.





In addition to our Live instruction sessions, Nick will also host a Question and answer session weekly. This is an opportunity to ask Nick about any technique question you may have while training at home, or to have him spot check your form. We'll post the times and email invites to join to active members.



We had our first Group Social Zoom meeting of FDKM'ers last Sunday! It was so great to see everyone and catch up. We definitely miss hanging out with our FDKM family and friends. We'll do a weekly hangout session online. Ann is hosting, and will post the link and invitation to join on our First Defense Private Group page. If you're a member, on Facebook, and haven't joined the group please send in a request. For members who aren't on social media and would like an invitation to join our social zoom events, please email [ann@firstdefensekravmaga.com](mailto:ann@firstdefensekravmaga.com). She will happily send you the meeting invite to join.

So lets make it fdkm game night this week for our Zoom meeting! We'll play "Never have I ever". We'll have a list of fun questions, but come with your own to ask the group! You'll just have to make a sign, one that says "I have" and another "I have never" or you can take shots.... lol your choice!

Mark your calendar for This Friday Night, April 3rd at 7:30 pm.  
See you there!

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## Dakota's Departure





We'd like to congratulate Dakota's recent engagement to John. Since the engagement Dakota has been making plans to move out to Winchester to be with her fiancée. Originally the plan was to make the move permanent by late Spring/early Summer. However, with the temporary closure of FDKM, the timeline has been moved up.

We'll miss having Dakota as part of the FDKM team, but she'll always be part of the FDKM family. She has been an integral part of making First Defense the wonderful place it is. When we reopen, Dakota may return for a day or two to say farewell to everyone.

We wish Dakota happiness and joy in her new journey!

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## FDKM Private Facebook page & App

Missing events and announcements?

DOWNLOAD OUR NEW  
**FIRST DEFENSE KRAV MAGA APP!**

View up-to-date  
**SCHEDULE.**

Sign up for  
**CLASSES.**

Add  
**REMINDERS.**

Get studio  
**PROMOTIONS.**

Go to your app store  
and search for First  
Defense Krav Maga  
or scan the QR code.

Available on the iPhone  
**App Store**

**Google play**

Feel like you're missing out on events and other ongoing here at First Defense? For current members who have Facebook accounts, make sure you're part of our Private Facebook page. If you haven't received an invite for our group, please visit the front desk. Many of you may have different email accounts associated to different social media sites. We want to make sure you're part of the conversation! We share a lot of videos, photos, and information on our private Facebook site. Of course, it also gives

you the opportunity to chime in and join the fun banter that happens on there too! Not on Facebook? No problem! Just download our Free app to get updates and notifications on upcoming events and important news.

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### First Defense Referral Program

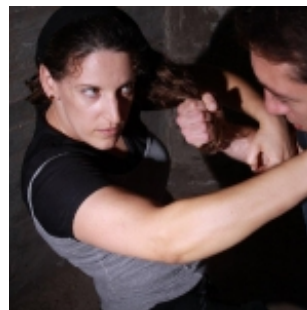
Did you know that First Defense Krav Maga offers a \$10 discount for every person that you refer that signs up for a membership? Better yet, both of you receive \$10 off your membership! So everyone wins.

Think about it: 5 referrals join as members, they each get \$10 off their monthly rates. But, you get \$50 off! (both accounts must be current and in good standing to receive the discount)

### Spread the Word



Help the First Defense family grow, tell others why you joined. Did you join to learn Krav Maga for it's key self defensive techniques so you could improve your own personal safety? Does your membership give you the missing key to your personal fitness routine? We would love to hear from you, please share your testimonials on Facebook, Google, Yelp, Twitter, LinkedIn, etc.



### Reminders

If you have had an address change or need to update your credit card please remember to update it on MindBody or talk to Ann at the front desk.

Only shoes that have never been worn outside are allowed on the mats for class. If you don't have indoor-only shoes, bare feet or socked feet are fine, but we highly recommend getting some shoes for class. This will help keep our mats clean free of dirt, grime, and germs from the outside.

It is First Defense's policy that all men wear groin protection when they attend class. This is for your own safety. We do not want anyone to take a groin strike unprotected. We also want to remind all members that you should be wearing First Defense t-shirts and pants or shorts (w/ appropriate rank patch) when you're taking Krav Maga classes.

You should also be wearing your hand wraps during class, especially the striking class. Not only do they provide protection to hands and wrists, they also soak up a lot of the sweat that will otherwise end up in the mitts and gloves.

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Thank you for taking the time to review our News & Updates. We look forward to seeing you in class soon.

Sincerely,

Nick & The First Defense Krav Maga Team

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Forward this  
email

STAY CONNECTED



