

# BPSS Emotional Playbook

## BPSS Emotional Playbook (80/20 Rule)

### Core Hotspots (The Emotional 20%)

#### 1 Warmth & Belonging (First Impressions)

- ☐ Smiling “Hari Bol” welcome by name
  - ☐ Small token (badge/sticker/tulasi)
  - ☐ Warm parent orientation
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#### 2 Joy & Accomplishment (Achievements)

- ☐ Celebrate effort (claps, smiles)
  - ☐ Certificates & “Achievement Board”
  - ☐ Share proud moments with parents
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#### 3 Relief & Trust (Safety & Security)

- ☐ ID card checks on entry & exit
- ☐ Only authorized parents/guardians pick up
- ☐ Volunteers visibly monitoring children
- ☐ Emergency contacts ready

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## 4☐ Respect & Care (Handling Concerns)

- ☐ Listen first, don't argue
  - ☐ Thank parents for feedback
  - ☐ Follow up with solutions
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## 5☐ Pride & Connection (Identity)

- ☐ "We are BPSS" group photos
  - ☐ School t-shirts/scarves on events
  - ☐ Family seva opportunities
  - ☐ Birthday kirtan & prasadam
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## 6☐ Gratitude & Inspiration (Advocacy)

- ☐ Collect testimonials (video/quotes)
  - ☐ Share kids' stories in newsletters
  - ☐ Encourage parents to post performances
  - ☐ Send thank-you notes on festivals
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## ☐☐ Bonus Emotional Connects (Use Selectively)

- ☐ Surprise & Delight → prasadam treats, guest visits
  - ☐ Ritual & Repetition → BPSS pledge / signature kirtan
  - ☐ Personalization → updates on child's progress
  - ☐ Micro-Storytelling → spotlight one child weekly
  - ☐ Shared Struggles → reassure parents about challenges
  - ☐ Festival Amplification → make Janmashtami/Radhastami peak moments
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## Footer (Purple Band with White Text)

☐ Safety is the foundation. Warmth, pride, joy, and inspiration all build on parents' peace of mind. ☐

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