Champions Advisory Board Webinar
“Marketing Your School”

Michael Goldberg
January 19, 2017
Goal for today
- Give you basic guidelines and tips on how to efficiently and effectively market your school

Three steps
- Get to know your school
- Create marketing pieces
- Establishing a communications calendar

Agenda
Know Your School

• Prioritize your goals
  – Enrollment, fundraising, etc.

• Survey your stakeholders
  – Parents, teachers, students, board members
  – Learn your strengths and weaknesses?

• Sample surveys
  – First impressions
  – Survey yourself
  – Key questions
Create Marketing Pieces

• Create materials based on goals and survey results
  – Keep within your identity
  – Don’t cram!
  – Example

• Canva.com
  – Postcards
  – One pagers
  – Brochures
CHAMPIONS
FOR QUALITY EDUCATION

VISIT
ST. ANN
THE PERSONAL SCHOOL

PreK3 - 8th Grade
314 East 110th St
212.722.1295
http://stannschoolnyc.org
information@stannschool.com

ST. ANN
the personal school

PreK3 - 8th Grade
212.722.1295 - http://stannschoolnyc.org
Establish a Communications Calendar

• Be strategic with your marketing efforts
  – Timing fundraising vs. enrollment efforts

• Email marketing
  – Sample stories
Summary

• Create benchmarks

• Key steps
  – Prioritize your school’s needs
  – Know your audience
  – Establish your goals

• Champions is here to help!
Additional Resources

Click here for access to this presentation and other resources from our School Advisory Board Toolkit.

Save the Date

Webinar – Special Events for Your School

Hosted by Alyson Vetter
Special Events Director,
Catholic Education Advancement Office

Thursday, February 9th
3pm - 4pm

Click here to register