

Create materials to promote your Open House¹

Getting ready to invite the community to see your school in action

***“Good. Fast. Cheap.
Pick any two.”***

Genius unknown

The truism above is commonly used in the world of designing promotional materials. Assuming that you have a limited budget, now is the time to start creating the materials you will use to promote your open house. Here are some options for getting that done.

Design custom pieces

This is admittedly the ideal approach. It allows your posters and postcards to reflect the graphic image of your school. But if your school doesn't have a budget for that...

Adapt a template in Canva

I've created a template poster (legal size) and a template postcard (half a letter size sheet) you can adapt. Or, if you are brave, you can create your own in Canva. Here's how.

- Go to [Canva.com](https://www.canva.com)
- Sign in using my email address and password (1844-NCC)
- Click on my name in the top left corner, then select "carol.nash's brand"
- Put your cursor over the template thumbnail image (“open house 8.5x14” or “open house postcard,” then click on the icon in the upper right corner of that thumbnail.
- Select "copy"
- Give your copy a name that includes your school's name
- Upload and customize with photos of your students and your school's information
- To print from this design:
 - » Download your finished file by clicking the "download" button in the top right corner
 - » If you will be sending this to a printer, choose "options" at the bottom of the dialog box. Then select "publish with crop marks and bleeds"
 - » If you are copying it, ignore this step
 - » In either case: select "PDF: for print"

¹ Since writing this I've heard a better name for school promotional events: Education Expo. This is more specific and if you have a program at a particular time, this avoids giving the impression that parents or visitors can come and go throughout.

» A file will download to the default location on your computer for downloads.
This can be uploaded or printed.
Or you could choose a template to customize from an online printing resource.
Gotprint.com is about the least expensive we've found and you can customize their
templates (very limited) or upload your own design (including the Canva templates).

Delegating:

If you gather the information a designer can either design the pieces for you from
scratch or a volunteer can adapt the Canva templates

Binder tab: October

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?²
- 5) How do we track results?

² Recommendations for #4 “How do we tell our community?” assume your school is
doing a good job of pleasing and retaining your current families—specifically your
parent NPS is above 65 and your *retention rate is over 90%* (as listed in the "opening
report supplement"). **If not, I want you to focus instead on learning how you can
make your current families gloriously happy.**