

“If you want to build a ship, don't herd people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

Antoine de Saint-Exupery, Author

To overcome the astronomical investment for Christian education—in emotion, time and money—potential parents need to see how your school will make a difference—a BIG difference—in their child's life. From the start, your school needs to frame the conversation in terms of: How will a child be different after spending eight or 12 years at your school?

That should be memorably articulated in your mission statement and clearly emphasized on your website.

Make your mission the focus of your home page.

The first thing a prospective parent should learn on your website is not this week's hot lunch menu, how many years your school has been operating, or even your location (remember Google will show search results based on location). They need to see how their child will be better through attending your school.

Highlight benefits rather than features

It is okay to say your school has a low student-teacher ratio (a feature). It is much better to say a child will receive individualized attention because there is a low student-teacher ratio (the benefit of that feature). Think through each of the features that make your school different—and then list the benefit that provides to a student.

Here are some examples

On Redding watch for:

- The way the carousel photos and captions highlight the key benefits for a child, emphasized by "What will my child experience?" (You will have to go to their site to see all the carousel images in rotation.)
- The four benefits listed by the yellow check marks
- The embedded video



On Chico Oaks watch for:

- The mission statement highlighted in a graphic way
- The list of benefits to the right



On Kingsway (not an NCC or SDA school) watch for:

- The overall emphasis on their Christian focus
- The buttons for learning more about Christian education and Kingsway

Delegating:

All of this can be delegated to someone clear on your mission.

Credits:

Thank you Wayne Gungle and your team at Redding:
Melissa Gheen and Katelynn Christensen

Thank you Rick Nelson from Chico Oaks

Binder tab: June

School size: All

