

Two events for the work of one (almost)

Combining your spring concert and constituency meeting

“Church members who are not current parents express that not only did they thoroughly enjoy seeing the students sing and make music, but that they also appreciated being informed as to how their local church budget donations were being used to educate our children with such love and quality.”

Rick Nelson, Principal
Chico Oaks Adventist School

I'm listening. In response to your feedback that the list of marketing ideas is getting too long, this week's message is a reminder, not a new project--with just a little more info for those of you who want more challenge (sorry, I can't help myself). Chico Oaks has found the benefits to include happier parents (fewer events to squeeze into spring), and more informed and involved constituents.

Publish now for your spring concert constituency event

To see how Chico Oaks has done this and benefitted from it, see [Combine spring events](#).

Since most school bylaws stipulate how constituency meetings are announced, start publishing today.

Include cost to educate in your presentation

My strong impression from talking with many of you and sitting in board meetings, is that many of your key stakeholders don't realize what it costs to educate a child. Not tuition, but the full dollars invested overall to run the school.

- For this presentation take your overall budget this year and divide by the number of students you have.
- Share this at the constituency meeting.
- Be sure to **highlight** that no one pays all that in tuition because x% of your budget comes from your constituent church and x% comes from tithe dollars through the Northern California Conference.
- For A+ work: Google your local school district's cost to educate a child. I can almost guarantee your school's costs are less.

Delegating:

All of this week's project can be delegated.

Credits:

Thank you to Rick Nelson for sharing this idea long ago. It is still working well at Chico Oaks.

Binder tab: April

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?
- 5) How do we track results?