

Promote Your Seminar Internally

Encouraging your school family to attend

“The most successful promotion is classroom teachers personally inviting the parents/guardians of their students.”

Larry Unterseher
Small School Pastor

This week let's focus on how to promote this to your primary audience, especially this first year, is the parents of your current students. But this is also a great excuse to get your school's name out in the community.

Have teachers personally invite the parents of all their students.

(See Larry's quote above.)

Include an invitation in each weekly school newsletter starting a month before your seminar.

Change the verbiage of the invitation each week, by giving a different reason for attending. (But always also answer the five Ws: who, what, when, where, why.)

Promote this at church each week for a month.

Invite church members to share with people they know who could benefit from your seminar. Give them a half-sheet flyer they can share with a friend. Naturally, you should also include a new piece of great news or story about your school in your announcement each week.

If you have church families with children enrolled elsewhere (homeschool, public, charter, other) this is a great chance to start building connections with them by inviting and including them.

Credits:

Larry Unterseher: Thank you for sharing your fabulous idea.

Binder tab: September

School size: All