

***"We don't get people to try our product by convincing them to love our brand; we get them to love our brand by convincing them to try our product."***

Bob Hoffman  
*The Ad Contrarian*

Skip Up Day is a chance for your current students to try the next grade level at your school. And for potential students to try your school for a day, at a time when everyone is a little out of their element.

### **What is Skip Up Day? Or Move Ahead Day? Or Move Forward Day?**

All the students at your school move up one grade level and spend a day finding out what the teacher and classroom will be like next year. This idea works for schools with one, two or (possibly) three grades per classroom, because kids in the upper grade of a class aren't sure what the next year will be like. And this is your chance to persuade them and their parents that it will be wonderful.

### **Why should you invite potential students?**

Choosing a school is a big decision. Giving students and their families a chance to try your school, before committing to a whole year, is a little like test-driving a car before you buy it.

Also, students are often nervous in new situations. You can ease that nervousness by inviting new students to come on a day when they won't be the only ones not knowing exactly what to expect.

### **Who should you invite?**

Children in your church(es) who don't already attend your school, homeschoolers, friends of your current students (enter kids who bring friends into a drawing for a prize), every student who has indicated an interest in the past three years, and anyone else whose name and address you can beg, borrow or steal.

### **What about a K-12 school?**

Paradise Adventist Academy has combined their Move Forward Day for elementary students with academy day activities for eighth graders and visitors.

### **Credits:**

Rick Nelson: Thank you for sharing how Skip Up Day has worked at Chico Oaks.

Lance Taggart: Thank you for the example of combining your elementary school Move Forward Day with academy day activities.

**Binder tab:** March (to plan for late March or April)

**School size:** Medium to large (schools with no more than three grades per classroom)