

## Build relationships with feeder schools

Creating connections with school leaders who could refer to your school

***“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”***

Dale Carnegie, Author

The goal for identifying and getting to know potential feeder schools is to get permission to promote your school to their students. Because I, personally, am not comfortable with a hard sell approach and because I sense that few of you are either, these suggestions focus on developing a relationship with the educators at these schools and finding ways to be mutually helpful.

### **Introduce yourself to the principal**

Remember, in many ways, you are on the same team-- you are all trying to give students the best education possible.

### **Get acquainted**

In getting acquainted you are wanting to learn how you can be mutually helpful. This is where you will need to be creative. I can't tell you what kind of issues are likely to come up. And I know you aren't in a position to solve other schools' concerns. But here's an idea: Offer to host, at your school, a quarterly prayer breakfast for all private school teachers in your community. This does not need to be fancy or with a speaker--just a chance for teachers to share and be supportive of each other.

### **Ask permission to promote to their students**

You will need to use your judgement here. You should not ask until you've developed a rapport with your colleague. That may be at the first meeting, but it is more likely to be after several meetings. I think it is preferable to be seen as a team player (even if you haven't asked and gotten permission to promote through their school) than to have gotten permission to promote to their students and have created a negative impression in the process.

Lastly, don't ask to promote to their students until you have a plan for what you are going to promote and the materials you will need to do it.

**Delegating:**

You will need to build relationships yourself. But a volunteer can make all the arrangements for prayer breakfasts.

**Binder tab:** September

**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?<sup>1</sup>
- 5) How do we track results?

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<sup>1</sup> 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.** And you can work on this next year.