

***“Since you cannot always carry and display your diploma.  
Kindly act like you have one. Professionalism.”***

Joshua De Vera Baurtista

Since I'm sure you are all planning your winter open house (right?), this is an overview and first step in assembling a packet to give visitors.

### **Order folders**

You will want folders to put three items in: a list of the great things visitors can do at the open house, a one-page application, and one-page flyer with your five best selling points.

Here is what you want to look for in the folders you order:

- Two pockets inside
- Colored outside and inside
  - » If you do not have school colors to which you are emotionally attached and with a long history, I suggest you choose a color that matches or coordinates with the NAD education brand colors. The easiest to find will be a navy blue.
- Preferably with a textured paper finish such as "linen," "felt," "columnn," etc. (You are trying to stand out from other options.)

All of these options can be purchased at Office Depot or Staples and still for \$1/each or less if you get a box of 10 or 25.

### **Consider ordering CognitiveGenesis brochures**

Particularly if your school does not have a current, attractive, color brochure, you should consider one of the two options from CognitiveGenesis that describe the advantages of Adventist education.

- CognitiveGenesis brochure (40¢/each): Moving Hearts and Minds Upward  
<https://www.adventsource.org/as30/store-productDetails.aspx?ID=37305>
- CognitiveGenesis bookazine (\$1/each): Moving Hearts and Minds Upward  
<https://www.adventsource.org/as30/store-productDetails.aspx?ID=37149>

***Please note:*** A pretty brochure is not the most important item in your packet. *The experience people have at your open house is what will sell them on your school.* A brochure is a bonus if you have the budget to make it happen.

**Delegating:**

All of this can be delegated to a volunteer.

**Binder tab:** November

**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.**