

Prepare open house packets

Creating and adding information specific to your event

“Giving visitors information about what they can do and see, will make their experience more valuable and positive. Asking them to apply or re-register will make your efforts more worthwhile.”

Carol Tilstra Nash

The folder of information you give visitors to your school's open house should have at least...

Open house program or checklist

To ensure that all your visitors know about all the great things they can see and do at your open house, include a one-page schedule or program or checklist.

A sample from Napa should be the next page in your binder. (Thank you Justine and Charlotte for sharing and for setting the bar high!) If not, go to: [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scroll to November for “Sample-Schedule/checklist/program for open house packets”

If you do not have the resources to create a color flyer, here are the components you should still include:

- A list of things to do/see during the open house, with times and locations (I like their different lists for new students, returning students and everyone.)
- A reminder to current students/families to turn in registration forms and deposits
- A map or diagram of your campus

One page application

An application form indicates parents wish their child to attend. Registration is the process of completing all the subsequent forms: media release, consent to treat, financial contract. etc. New families are applying--don't hit them over the head with the whole enchilada.

- Design it so families can register more than one child without having to rewrite information that would be the same (parents, address, etc.).
- Do not ask for this information again on subsequent forms.
- Design it to match the rest of your registration materials.

- Use this form for new families and as the re-enrollment form for current families.
- For samples: [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scroll to October for "Samples-One page applications"
- Extra credit: For re-enrolling families print out the information you have in your school database (Renweb, Small School Minder, etc.) on a form for them to correct as needed and sign.

Promotional information about your school (or Adventist education)

This is necessarily a little more general since it will vary by school. If you don't have a beautiful brochure--use one of the "Moving Hearts and Minds Upwards" brochures I mentioned last week.

Some other items you can include:

- Your business card (most presentation folders will have slots cut for inserting a business card)
- The bookmark inviting people to pray for students in NCC schools between 8-9 am. (Email Jean, Sherry or Alicia in the office and they will send you a supply.)

Delegating:

You will need to have input on content, but gathering and/or creating these materials can all be delegated.

Credits:

Justine Leonie and Charlotte Henderson at Napa Christian Campus of Education—
Thank you for creating beautiful materials and for sharing them.

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?¹
- 5) How do we track results?

¹ 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.**