

Offer “Bring a Friend” day during public school spring break

Giving local public school students a chance to try your school

***“The Psalmist invites us to 'taste and see that the Lord is good.'
Events like Bring a Friend Day allow our students to invite their family
and friends to 'taste and see' our school for a day.”***

Heidi Jorgenson, Principal
Manteca Adventist Christian School

Most public school districts in Northern California appear to have their spring break during April this year. Offering a day for your students to bring public school friends to school is a great way to encourage your current students and families to talk to others about your school.

In addition, it is a convenient way for potential students and parents to experience your school without feeling pressured--and working parents may welcome a day of child care for free.

Send invitations home with your current students

Heidi includes a simple permission slip and consent to treat form. She asks for these to be returned for visiting students a few days before the event as an RSVP so she can plan.

Plan to be out in your parking lot greeting visitors

During drop off and pick up, be out in your parking lot greeting students, guiding them into the school and meeting parents. In talking with many of you whose schools grew this year I frequently hear that making pleasant personal connections with parents is hugely helpful. If this means you need to find a volunteer or assign a staff member to handle your classroom or other duties, please do so.

Send something home with each visiting child

This can be something they created as part of the activities for the day, a postcard with core information about your school, a photo of them with the rest of the students in their classroom.

Mail two thank you notes by the end of the week

For A+ work each teacher should write a brief thank you note to the parents of visitors. This should thank them for sharing their child for the day and mention something personal about the child.

The second one is just as important, *and is written by you to the family who invited the visitor*. To encourage referrals we need to consistently thank people when they refer. You could say something like, "We are honored that you trust us enough to share us with your friend [neighbor, family]" and/or "Our school thrives when wonderful families like yours share us with other wonderful families they know."

Bring a Friend Day should not be the only event for families to try your school. But it is a simple, additional option to include with your open house, a skip-up or move ahead day and individual meetings/tours with the principal.

Delegating:

You can delegate: 1) creating the invitation (a short letter on letterhead will work) and permission slip then collating them with the consent to treat, 2) coming up with something to send home with visitors, 3) covering in your classroom during pick up and drop off if you teach at that time. Please don't delegate meeting parents and visiting students in the parking lot at the beginning and end of the day.

Credits:

Heidi Jorgenson -- thank you for sharing one of the ways you've invited students to try your school

Binder tab: March

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.** And you can work on this next year.