

“However good your product or service is, the simple truth is that no-one will buy it if they don't want it or believe they don't need it.”

infoentrepreneurs.org

As I mentioned at Principals' Council, I appreciate your feedback that the list of marketing activities I've given you is becoming daunting. So, as I said then, the most important thing you can do between now and the end of school is to learn what makes your parents happy, and what it would take to make them gloriously happier.

The easiest way to do that is with a survey. Here are two options:

Good--the survey I wrote

This survey is designed for small schools and is available as a paper survey or through Survey Monkey

- [Paper survey](#) -- If you let me know you are interested, I will customize this with your school name and make other changes if you choose.
- [Survey Monkey](#) -- I'll make changes and customize with your school name if you let me know.

Best--GraceWorks Ministries survey

Their Parent Satisfaction and Referral Survey (PSRS) has been used by 650+ Christian schools and is normed based on the 100,000+ responses to date.

- If your school goes up to eighth grade and does not include a preschool you can use the [Standard](#) version.
- If your school includes any two components (preschool, elementary, high school) you should use the [Advanced](#) version.

If you use this, let GraceWorks know you are a school in Northern California Conference. They will include some additional questions.

Delegating:

Setting up and distributing a survey can be done by a volunteer or staff member.

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?
- 5) How do we track results?