Give students and parents an incentive to re-enroll
Motiving both students and parents

> *"Amazing, just over 93% of our students re-enrolled by March 1. Our kids loved getting a scarf and it was a great way for students to remind their parents to re-enroll."*
>
> Lisa Bissell Paulson, Principal
> Pleasant Hill Adventist Academy

Now is the time of year to be building budgets and hiring/re-hiring staff. How are you projecting your student population? A good first step is to re-enroll students early enough so you can project at least returning students with some confidence.

Offer students an incentive

Lisa Bissell Paulson offered students a bright yellow scarf if their parents re-enrolled them by March 1. This motivated her students to remind and pester and cajole their parents. And it worked--93% re-enrollment by her deadline.

And she got 50 scarves for FREE from School Choice Week. (Look for the yellow "sign up" button in the red band with "Join the Celebration: Reserve your free event supplies now.")

They were a big hit with her kids and were a visible reminder to others.

Offer parents an incentive

Pleasant Hill offered parents the incentive of a big discount on their registration fee if they re-enrolled by March 1. They offered a three-tiered registration fee:
* Free -- if enrolling before March 1 (Note: I do not recommend making this free which I will explain next week.)
* $60 -- if enrolling between March 2 and June 1
* $110 -- if enrolling after June 1

Delegating:
Clearly, your finance committee should be involved in setting the discounts and deadlines. You can have a staff member or volunteer find the student incentives, and

promote this opportunity to students and parents through your weekly newsletter and other channels. By distributing the incentives to students yourself, you can reinforce positive relationships with them.

Credits:

Thank you Lisa Bissell Paulson for sharing your great idea and its success.

Binder tab: January

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?