

## You, and your staff, are missionaries

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*"If kids come to us from strong, healthy, functioning families, it makes our job easier. If they do not come to us from strong, healthy, functioning families, it makes our job more important."*

Barbara Coloroso

*"The best way to find yourself is to lose yourself in the service of others."*

Mahatma Gandhi

### **You, and your staff, are missionaries...**

This week's message was scheduled to be a different topic. But I changed it at the last minute (thus the tardiness). The death of a recent graduate of one of our schools has shaken me today.

I don't pretend to know all the details of this student's struggles but I do know that the two NCC schools he attended were positive influences in his life. For that, I am so grateful. And it reminded me of the quote I'd seen earlier from Barbara Coloroso.

You and your staff are doing the most important work there is, besides parenting—in my humble opinion. And if, through death or illness or distance, a child's parents aren't in the picture, your importance shifts from #2 to #1. Your influence on the lives of both students and their families is incalculable. Three cheers for you!

So while I will continue to write, talk and cajole you about marketing, it is always with the understanding that what I do is secondary--what you do is primary. Marketing is only important to the extent that it allows you and your team to minister to more kids and families.

**...keep up the great work!**

**Binder tab:** July

**School size:** All