

## Combine spring events

Simplifying life by combining your constituency meeting with a spring concert

***“We have combined our Spring Concert and Constituency Meeting for the last two years. After each event I have had both church members and parents tell me how much they appreciated the information we presented in between musical numbers and that we made very efficient use of their time.”***

Rick Nelson, Principal  
Chico Oaks Adventist School

Earlier this spring I talked about using your constituency meeting to share the great news about your school. Here's a way to simplify your calendar, increase attendance and improve attention to your message. (Wow, three birds with one stone.)

### **Simplify your calendar**

This assumes your school has a spring event or concert to showcase student accomplishments--musical, academic, community service, etc. If you don't, you should start creating this excuse to bring parents on campus, and invite their families and friends to see what children have done during the year.

Rick sees combining these events as a way of "honoring our young families' time at home by not asking them to come to too many events."

### **Increase attendance**

By combining this with your constituency meeting you are ensuring that at least your parents attend the constituency meeting. Furthermore, other church members are more likely to come listen to charming students than to come only for the chance to hear an annual report about the school.

### **Improve attention to your message**

If your students sing, play tone chimes, play in a band, do skits then you have automatic lag times as one group is leaving the stage and another group is coming on. Use that transition time to share your talking points, interview a happy parent, ask a successful student or alumna to speak, show a slide show/video of key school events from the year (and even better if the kids have created the show).

Rick says, "I have had our community families tell me they did not comprehend the extent of the support we receive from our denomination and church until they heard me explain it. I have had church members who are not current parents express that not only did they thoroughly enjoy seeing the students sing and make music, but that they also appreciated being informed as to how their local church budget donations were being used to educate our children with such love and quality."

## **Remember to comply with notification requirements**

Most school bylaws have specific requirements about how and how often constituency meetings are advertised. Put a reminder in your work calendar to start the notifications in time to comply.

### **Delegating:**

You will need to set the date, but you can ask others to a) handle advertising the constituency meeting to your church(es), b) organize the presentations to make during the transitions, and c) although you should be the visible spokesperson for your school, you can ask your cheerleader to make *some* of the presentations. (If you don't remember about school cheerleaders see Recruit a cheerleader in the June section.)

### **Credits:**

Rick Nelson, thank you for sharing this way to improve constituency attendance and simplify your calendar.

**Binder tab:** April

**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?