

## Share good news

Getting your community to feel proud of their school

***“Get your community to feel proud of your kids, teachers, accomplishments and you. Parents, church members, alumni, and even the community want to be a part of something good, especially their church school. Make people feel that they are missing out if they are not a part of your school in some way. Share the good news with everyone you can reach so that they will share the same good news with others — and the summer is the perfect time to do it. You are sending a message: this is why you are sending your children and donating your time and money to our school!”***

Justine Leonie, Principal  
Napa Christian Campus of Education

Justine sent a wonderful email letter (To see it: <https://nccsda.com/wp-content/uploads/Education/MarketingCorner/KnightlyNewsSample.pdf>) this summer to all her parents, supporters and everyone she can reach.

You still have time to do this before school starts. The information you gather should go to parents not only in this letter but **also in your back to school welcome**. (For teaching principals, if it seems too much like bragging to say these things yourself ask your school board chair or marketing cheerleader to share this good news for you.)

Here are ideas I love and you can use from this letter.

### **Be positive.**

I doubt that most of you are joyfully awaiting your next accreditation review. But you can still sound that way. "We are on track and are looking forward to sharing our data with the visiting committee -- Napa Christian is doing well."

Even talking about maintenance and cleaning can sound positive. "Extensive work has been happening all over campus from plumbing to painting to carpet washing, to make sure we are ready for the kids. We cannot wait -- it is way too quiet around here."

### **Be direct.**

Don't expect your audience to infer that your school's future is positive--tell them. I love her headline: "Our future is bright."

## **Be specific.**

**For academies:** Please, please, please invest the time to research, tally up and SHARE the total amount awarded to your seniors in scholarships. Also what percentage of your seniors are headed to college and where.

**For elementary schools:** You can still share how much your Home and School raised and what it went for. Or, how much your constituent church has given to your budget and what benefits that has had. Or, how much tuition aid your students have received.

## **Be newsy.**

Share successes not just of your school, but of your students. This can be related to the school, or not.

Hiring a pest service may not seem thrilling, but keeping people up to date on small things still increases your credibility.

## **Be thankful.**

Notice the last section. Thanking people for their feedback is an ingenious way to quote parents who love the school.

And I really love the sentence: "Our school thrives with families like yours -- so please tell your friends about us. Bring them by for a visit." (Okay, two sentences.)

Small note: Please don't skip doing this just because it seems daunting to design it. Photos are great, if possible, but good news with bold face for the key points is better than not sending anything.

## **Delegating:**

You will probably need to gather the information yourself. But someone else could write and send the email or letter.

## **Credits:**

Justine Leonie, thank you for letting us share your wonderful letter.

**Binder tab:** July

**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?