

Schedule recruiting performances at local schools

Promoting your school's music program through tailored concerts

“Excellent PR for Lodi Academy! We hope it can be a yearly experience for our students!”

Cynthia Ackerman
Galt Adventist School

Some of us (of a certain age) remember when boarding academies sent their music groups to elementary schools and churches throughout their territories as recruiting events. That concept, with a little adaptation, can still create positive buzz for your academy.

These ideas are written to be shared with your music director.

Schedule school day performances at local elementary schools

Clearly, your first priority would be Adventist schools close to your academy. But other Christian elementary schools (priority #2) or even public/public charter schools (priority #3) nearby are options.

Tailor your concert for your audience

Cynthia Ackerman explained it best, so I will share her description of how Lodi Academy's performance at Galt Adventist School (K-8) worked.

"When Daniel Rodrigues and his musical groups from Lodi Academy performed for our students, Mr. Rodrigues explained each song. He had our students practice and sing the chorus and then the choir sang the whole song with our students joining in each time the chorus came around. It was very cool because it was like our students were a part of the whole choir.

“When the band got ready to play, Mr. Rodrigues had each instrument play a small bit and explained how each worked together to make up the whole band. Our kids were enthralled. He made it so fun! The kids were laughing and trying to decide which instrument they wanted to play when they got older. Mr. Rodrigues also chose fun, upbeat songs that were perfect for the attention span of our littlest students.

“Great performance. Excellent PR for Lodi Academy! We hope it can be a yearly experience for our students!”

For A+ work: Take and hand out very brief flyer about your school's music program

Delegating:

To the music director

Credits:

Thank you to Daniel Rodrigues, the music teacher at Lodi Academy at the time, for doing such a great job of inspiring younger kids with music. And to Cynthia Ackerman, the principal at Galt Adventist School at the time, for sharing this idea with us.

Binder tab: September

School size: Academies

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?