

Give school gift certificates at baby dedications

Keeping the school visible in constituent churches

“Even though there is a long lag time between a baby dedication and enrollment, we believe the visibility in church is good. and we have had people use our gift certificates.”

Wayna Gray, Principal
Redding Adventist Academy

Redding Adventist Academy and some other NCC schools have been giving gift certificates to parents during baby dedications. These are often set for \$100 off the first month's tuition.

This is a low cost way to increase visibility at your constituent church(es) by personally making this (brief) presentation or asking the pastor to mention the certificate and present it at the end of the dedication.

Get the approval of your school board

Since this has (small) budget implications you will want to have your school board's approval.

Get the cooperation of the pastor(s)

The pastor(s) will need to let you know when a baby dedication is scheduled so you can prepare a certificate. Ideally, you or the pastor can present the certificate as part of what the church gives to new parents. But this won't add to the school's visibility unless the certificate is mentioned when it's given at the end of the dedication.

Prepare certificates

This does not need to be complicated and many certificate templates exist for Microsoft Word and other software.

I've created an option in case you don't want to make one yourself. It will print in black and white on 8.5" x 11" paper. The line is where you would write in the name of the child. If you are interested in using this either let me know and I will add your school's name (and even logo if you have one) or you can customize it at [canva.com](https://www.canva.com).

- Login: edumarketing@nccsda.com
- Password: NCC-1844
- Document title: Template-baby dedication certificate

Here is what the template looks like.

congratulations

We would love to partner with you in
nurturing your child for Jesus. We'll be praying
for you and your child.

And when you are ready to choose your child's school,
this certificate is good for \$100 off the first month's tuition for

ANYTOWN ADVENTIST SCHOOL

Principal

Date

Delegating:

All of this project can be delegated.

Credits:

Thank you Wayna for sharing what Redding has been doing.

Binder tab: Ongoing

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?