

## Start promoting your winter Education Expo

Inviting parents and church members to come and bring friends

***"People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust."***

Malorie Lucich

Yes, this is early. But you will need to take a break in promotion over the Christmas holidays when people are inundated.

### Invite parents and church members

I trust that in planning your open house events, you are remembering to involve every student in some tangible way. This is the best way to get parents to come--they get to see their child demonstrating a skill. Think of it like a music recital or sports event. For a list of ideas other NCC schools have done go to: [nccsda.com/education/marketing-corner](http://nccsda.com/education/marketing-corner). Scroll to Ongoing and Monthly Tasks. Click November and scroll to "Start promoting your winter Education Expo."

Your promotion goal now is getting parents and church members to not only come but to invite grandparents, friends, neighbors.

### Keep the open house visible in school and church

- Include something slightly different about it in each weekly school newsletter
- Send an announcement for the church bulletin that focuses on a different aspect each week through the rest of this month and January
- Ask your constituent church pastor(s) to mention it each week as well—and give them something different to say
- In all cases, ask people to invite their friends—and give them copies of the flyer they can share

### Create a printed piece that can be given as part of an invitation

- Include at least one photo
- Talk first about your school's benefit to kids
- Use the open house as a "call to action" rather than the sole focus

- Include information on other ways to learn about your school (this also allows you to continue using this piece after the open house)
  - » Scheduling a visit and tour
  - » A spring visitation day (if your school has a skip up day, bring a friend to school day, etc.)
  - » Website (only if your website is up-to-date, informative, attractive)

If you are interested in using a template on Canva, send me an email at [carol.nash@nccsda.com](mailto:carol.nash@nccsda.com) Canva and the template are free so you would only have printing or copying costs.

**Delegating:**

You can have a volunteer or staff member create and print materials.

**Binder tab:** November

**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?