



February 2008

Catholic School Enrollment Talk

ISPD is your Catholic School Enrollment Solution for maintaining and/or increasing the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment.

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A Smorgasbord of Topics

By John Cooper, ISPD Enrollment Specialist

Things can get so boring in these last weeks before spring. I thought I would add a little color to your day by addressing several topics in this edition of Enrollment Talk. Kind of look at it as an early Easter egg hunt!

Direct Marketing on the Web

Having a quality web site for your school opens up a lot of marketing opportunities. What's a quality Catholic school web site you ask? It is a web site that:

1. Allows prospects, current students, alumni, and friends to navigate your site with ease. Your web site's stickiness (amount of time visitors stay) will depend on how much effort they have to put into finding the information they are looking for.
2. Provides quality content for prospects, current students, alumni, and friends. Your prospect content should be written in a direct marketing fashion that means the text moves the reader to take action.
3. Interacts with prospects and alumni. You should already be interacting with current students. One essential to interaction on a web site is the strategic placement in multiple locations of on-line inquiry forms (one geared to prospects and another geared to alumni).

Let's say you have these three essential components covered. Now you are ready to drive visitors to your web site. You can now use the email addresses that you have collected over time to send out targeted messages that drive individuals to your web site.

Here's a Sample Email

(Note: All links in this example are inactive)

Dear Prospective School Family (preference is to use the person's name):

Place your child's education in the hands of faith at St. Example Catholic School! You have good reason to have faith in St. Example. **When your child enters St. Example in August, you can rest assured that:**

Your child receives a superior education. The U.S. Department of Education awarded St. Example School the 2005 Blue Ribbon School Award. St. Example is one of two Catholic schools in the state and one of only 50 private schools in the nation to have earned this distinction. As you can see, your child enters a school where academic excellence is part of the culture. Go to www.stexampleblueribbon.com to learn more about St. Example's Blue Ribbon status.

Your child accesses state of the art technology. At St. Example school, your child enters a facility with Internet access and a TV/VCR in all classrooms, a full technology lab with 25 Windows-based PCs, four classroom mini-labs, 25 teacher laptops for instruction and grading, and 60 Alpha-Smart processors for student use. For more information about St. Example's technology program, go to www.stexampletechnology.com.

Your child benefits from dynamic, daily faith formation through religious education. St. Example offers your child weekly opportunities to attend Mass and other liturgical celebrations that are intended to support the faith that you have built at home. For evidence of St. Example's religious education program, go to www.stexamplereligious.com.

Your child is surrounded at St. Example School by a caring and loving community of students, faculty, staff, and volunteers who value each other. St. Example nurtures your child in an atmosphere that feels like a home away from home. For parent testimonials, go to www.stexampleparents.com. For faculty insight into our teaching, go to www.stexamplefaculty.com.

Your child joins a fun filled educational setting where learning is something they look forward to everyday. Just ask any of the children who attend St. Example and they will tell you how much they enjoy it. To hear what our students say, go to www.stexamplestudents.com.

Your child's _____ years are priority #1 at St. Example School. Act today to enroll your child at St. Example. You can access the on-line application at www.stexampleschoolapplynow.com or register on-line at www.stexampleschoolregisternow.com.

What's stopping you? If you need more information before making your final decision you can **contact the school office as soon as possible at (123) 456-7890.**

Peace Be With You,
Mr. John Q. Sample
Principal, St. Example Catholic School

St. Example Catholic School
300 Saint Street

Cincinnati, Ohio 45000

If you would like to opt out of the St. Example email distribution, please reply to this email with your name and request to be removed.

Web Site Banner Ad

(Note: The link to the newspaper is active)

Banner ads are a great, cost-effective way to direct market your school. A key to effective banner advertising is to know where your prospects are on the web. What newspaper might they be checking out on-line. Better yet, what pages in that newspaper would connect with the people potentially interested in your school. Banner ads can be placed on a web site page for a given period of time or you can purchase a number of banner pop-ups.

In either case, the cost is generally much cheaper than what you would pay to run a print ad. The best part is that you have a built in way to direct them to take action. To see what I mean, go to <http://www.maysville-online.com/>. Scroll to the bottom of the web page and you will see a rotating banner ad that St. Patrick School has been running for pre-k through 12 students. Notice that the action is to either call the school or click on the banner to go to the school's web site home page.

Web Landing Page

Your emails, web site banners, direct mail, print and radio ads all can be enhanced and tracked for effectiveness, if you simply create a landing page. A landing page is a web page with a specific URL that can't be accessed except through the particular marketing campaign that you have launched.

Using a landing page can do two things for your campaigns. First, it can enhance the quality of the campaign by targeting a specific message and action to the population that you are trying to reach. Second, it can help you to track the number of hits a particular campaign has garnered.

Here's a sample Web Landing Page for use in a Direct Mail Campaign

(Note: None of these links are active)

www.stexampleschool.org/mailing/

You made the right choice in responding to St. Example School's mailing! The administration, faculty, and staff at St. Example want to help you explore the excellent educational opportunities that await your child.

For general prospect information, we encourage you to visit www.stexampleschool.org/prospect/. You can inquire and receive more information by completing the form at www.stexampleschool.org/inquiries/.

To hear what current school families have to say about St. Example, go to www.stexampleschool.org/parents/.

To learn what is involved in applying or enrolling at St. Example, go to www.stexampleschool.org/admissions/.

To discover what St. Example School has done for its alumni, go to www.stexampleschool.org/alumnitestimonials/.

You are also welcome to give Mrs. Susan Example, our principal a call today at (123) 456-7890.

Again, we are glad you decided to visit St. Example today. ACT today to give the gift of St. Example to your child!

Spiritual Thought

Often times we are losing the battle in communicating what it means for a child to be educated in a Catholic school. Far too often a dichotomy is communicated that separates the academic and faith (spiritual) dimensions of a Catholic school. From the perspective of a pastor, president, principal, development director, admissions director, secretary, teacher, parent, or student, how is the dynamic blending of intellectual, spiritual, emotional, moral and physical development being communicated? Actions do speak louder than words, but how we describe an education that's focus is the mind, body, and soul is extremely important. Here's how I described it in a template letter that I wrote recently for principals.

Spiritual growth and faith development underscore everything we do for your child while he or she is a student here at St. Example School. As a Catholic school, we don't view the faith life of your child as separate from his or her regular academic learning. We believe and we teach that God can be found in all academic subjects as the master artist, the logical mind behind mathematical equations, the scientific source of all creation, the historian who intervenes on behalf of human history, the author of all languages, and the great communicator who wants us to live in peace with all our brothers and sisters, even those from different cultures and walks of life. **Contact the school office to schedule a visit to see how we do this in the classroom.**

Have a great Lenten journey!

Spring 2008 Workshops for Schools

Dynamic presenters share proven strategies and discuss Catholic school enrollment issues during one and two day seminars. These workshops are conveniently held across the country at an affordable price of \$69-\$250 .

We hope you'll join us soon!

*[Register on-line](#)
or call us today at 1-800-299-2393*

TOPICS INCLUDE:

- Catholic School Enrollment Solutions - Strategies That Deliver Immediate Results
- Best First Steps to Take in Beginning Your Catholic Development Efforts
- Best First Steps / The Annual Fund
- Capital Campaigns That Produce Results
- Long Range Planning
- Customer Service in Your Catholic School
- Catholic School Enrollment Solutions - Strategies for Catholic School Enrollment Growth
- Charge Up Your Development Battery

ISPD Also Conducts On-Site Workshops

Offered to Catholic schools and parishes within a single diocese, these workshops are designed to meet your specific needs.

- [Check Here for Spring 2008 Schedule and More Information on ISPD Development Training Workshops](#)

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www.ISPD.com



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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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