



July 2009

## ***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.

[Print](#) a copy of this newsletter in PDF format.

### **Sharing Your School's Good News**

**By John Cooper, ISPD Enrollment Specialist**

One of the most consistent themes found in the Old and New Testaments is sacrifice. Whether your school families are lower income and paying \$70/month or higher income and paying \$700/month, sacrifices are being made to make a Catholic education possible. And tuition is just part of the sacrificial picture of what it takes to keep a Catholic school financially solvent.

Why not tell that important story? Authors of scripture like Matthew, Mark, Luke, John, Paul, and others told a story of sacrifice and they did so in such a compelling way that faith in Jesus is alive and well more than 2000 years later!

If you are a regular reader of this newsletter, you have come to appreciate St. Example Catholic School. The following is a fictitious St. Example School press release prototype. It is bold. It is direct. It tells a compelling human interest story. It is the type of offensive move that schools need to be taking today.

**For Immediate Press Release:**

**Sample City Times-Gazette**

**July 8, 2009**

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### **Sacrificing for Catholic Education in a Tough Economy**

Catholic schools across the country face enrollment challenges. St. Example Catholic School in Sample City, Ohio is not immune to this reality. However, its families are rising to the occasion and making faith-based education a financial priority.

"Since higher tuition has become a reality in Catholic schools, families have had to sacrifice more than just volunteer time. They have needed to invest in paying more tuition in order to provide a Catholic education for their children," says John Q. Sample, principal at St. Example School. He

continued, "Today's tough economic times have not made it any easier for these families."

The sacrifices that families make in order to pay tuition are inspiring. Mike Jones and his wife Sarah are a good case in point. They just registered their three children at St. Example for the 2009-10 school year. Mike Jones said, "Sarah and I were more than just a little worried about tuition with the economy being so terrible. We sat down and looked at our budget and made the necessary cuts to carve out enough money each month to meet the school's payment plan. It looks like we will not be upgrading to that better car this year and we probably will go on a vacation closer to home." He added, "We could have applied for tuition assistance, but we knew families that were in a whole lot worse shape than us needed it more."

Sarah Jones explained why she and her husband felt it necessary to make these financial sacrifices. "We are like most of the parents at St. Example. We want our children educated in an environment where Christian values are woven into the entire academic day. Catholic schools like St. Example consistently provide the kind of high caliber education that we want for our children. In a real sense, the tuition we pay at St. Example is an investment in our children's future."

Teachers like Emily Watkins appreciate the confidence that parents like the Jones' place in St. Example. Ms. Watkins explains, "Each day I walk into my classroom, I realize what families like the Jones' are giving up for their children to be here. It motivates me to live up to and exceed their wants, needs, and desires in an education for their children. My fellow teachers and I will not let them down."

Amazingly, St. Example School's enrollment is looking pretty good for next year. "Somehow families are coming up with ways to make it happen," says Father John Sample, pastor of St. Example Parish. He said, "You know in tough times, people often see more clearly what is most important in life. In some ways, it doesn't surprise me that so many families are putting their children in the hands of faith at our school."

"I consider my parents heroes for sending my brothers and I to St. Example School," says Jessica Jones, eighth grade daughter of Mike and Sarah Jones. "My mom is going to take on a second job so that I can continue my education at a Catholic high school next year. Knowing the sacrifices my parents are making for me inspires me to want to do my very best," added Jessica.

If you would like to be a hero and make the necessary sacrifices for your child to enroll at St. Example Catholic School, call (123) 456-0789 or email [stexampleinfo@stexampleschool.org](mailto:stexampleinfo@stexampleschool.org). Tuition assistance is available. Payment plans are arranged to fit even the tightest budget.

St. Example Catholic School prepares its students to excel academically, morally, and spiritually like no other school. As a Catholic, private school in Sample City, St. Example offers an exceptional Pre-K through 8th grade education for children of all faiths.

## **Pictures Speak Louder than Words**

How about adding a picture to this press release? Take a photo of your featured family standing around their 10 year old Dodge Caravan. With a cut line under the picture which reads, "Pictured are Mike, Sarah, Jessica, Billy, and Joey Jones with the 1999 Dodge Caravan that they intend to keep driving in order to provide a St. Example School education for their family."

## **Use this Publicity in Other Ways**

How about using this publicity in other ways? Attach it to the homepage of your web site. Place it in your newsletters. Run it in the parish bulletin. Use it in a *Financing Tuition* brochure. Insert it in your prospective family information packet. The possibilities are endless!

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# Spiritual Thought

In last Sunday's reading from St. Paul to the community in Corinth, we read "Therefore, I am content with weaknesses, insults, hardships, persecutions, and constraints, for the sake of Christ; for when I am weak, then I am strong." Hopefully, your school is not encountering insults and persecutions, but chances are it has had its share of weaknesses, hardships, and constraints. Let us rest in the Good News that the Spirit of Christ is even more present within us when we are weak. Amen.

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## ISPD Announces New Webinar Series

Beginning at the end of this month, ISPD will offer a year-long series of \$39 Webinars on Catholic Development. There will be one Webinar held each month.

Listed here are the scheduled topics:

- **"Understanding & Implementing True Catholic Development"**  
July 30, 2009
- **"The Role of the Pastor and/or the Principal and/or the President in Catholic Development"**  
August 24, 2009
- **"The Value and Roles of the Development Core Team"**  
September 22, 2009
- **"Organizing and Implementing a World Class Annual Fund for Your Catholic School and/or Parish"**  
October 26, 2009
- **"Enrollment Management: Attracting and Retaining Students in Your Catholic School"**  
November 18, 2009
- **"25 Ways to Engage People into the Life of Your Catholic Institution"**  
December 8, 2009
- **"Organizing and Implementing the Total Stewardship Process"**  
January 14, 2010
- **"How to Invite the Gifts"**  
February 22, 2010
- **"Getting Your Parish and/or School Ready for a Capital Campaign"**  
March 9, 2010
- **"Integrating Total Quality and Customer Service into Your Catholic Development Efforts"**  
April 22, 2010
- **"Hosting a Gift Reception"**  
May 5, 2010
- **"How to Effectively Host Input Sessions and Town Hall Meetings"**  
June 8, 2010

- [Please visit our website for Webinar details & registration](#)

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## Fall 2009 Development Workshops

ISPD Workshops Delve Into Depth

One day workshops presented by ISPD offer Catholic leaders throughout the country an in-depth experience on a specific topic. For more than twenty years, ISPD has been this country's leader in offering process-driven workshops that are practical, affordable, and interactive. 98% of all ISPD workshops receive a rating of 4 or 5 (out of a 1-5 rating system) by those in attendance. This spring ISPD will be presenting workshops on capital campaigns, engaging more people into the life of a Catholic parish, the best first steps in Catholic Development, enrollment solutions, long-range planning, and much more. Please visit our web site at [www.ispd.com](http://www.ispd.com) for the latest information and also to register on line.

## 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 More Information on ISPD Development Workshops](#)

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## Development Directions

*Development Directions* is our free monthly online newsletter for anyone engaged in the ministry of Catholic development. Hear about success stories in your neighboring schools and parishes that will give you the confidence to take the first step necessary towards successful development.

- [Subscribe today!](#)

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## Visit our ISPD Web Site for Free Resources

- One Day Development Workshops across the country
- Educational DVDs on Catholic Development
- Development Job Postings across the country
- Monthly Newsletter Archives
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- [Visit our ISPD Web site Now!](#)

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**[www.ISPD.com](http://www.ISPD.com)**



Visit our web site for free resources and valuable information. The Institute of School and Parish Development (ISPD) is a national, Catholic development consulting firm created to serve Catholic schools, parishes and dioceses in the areas of planning, marketing, fund-raising, and resource development.

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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