



October 2009 - Corrected Edition

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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Part Two: Nurturing Leads After They Knock on Your Door By John Cooper, ISPD Enrollment Specialist

In the September edition of *Enrollment Talk* I wrote about drip marketing. The goal of a drip campaign is to have prospects identify themselves as interested in your school. Through regular mail, email, phone, or walk-in, interested persons "knock on your door" by responding to your school's targeted marketing campaign. When this happens, every effort should be made to identify these persons as leads.

It is absolutely important that you gather and record basic information like name, address, phone number, and email address. Without this information nothing more can proactively happen with the lead until they make contact with you again. Schools that are on the top of their lead generation game will go beyond gathering basic contact information. They will find out additional information relating to the interested family such as the age of their children, entry school year, what kind of education they are interested in for their children, concerns, and questions. This information will allow the school to best nurture the lead through the enrollment funnel. The more you know about someone who inquires about your school, the more effective your closed-loop marketing can be.

Nurturing Leads/Inquiries through Closed-loop Communication

The success of your school's lead generation drip campaign depends on the strength of your closed-loop communication. Setting up a solid system of closed-loop communication is the second part of your marketing/recruitment program. This phase of communication should answer the following questions:

- ***What does the lead/inquirer need to have communicated in order to move them***

through your school's enrollment funnel?

Your school's communication must tap into the wants, needs, and desires of potential school families. Catholic school families indicate on surveys that they want their children educated in the faith. They need quality academics that match or exceed the standards of other educational options. They desire for their children to study in a peaceful, loving, Christ-like community. Each Catholic school is unique in that there are other motivating factors that should be highlighted.

- ***How can you tell the story of how your school meets these wants, needs, and desires in the most compelling way possible?***

If people listened to what we had to say, then our story telling communication would be so much easier. One big folder mailed home with all the right messages would be enough. Unfortunately, people don't listen and they only read or hear bits and pieces of information. This is why your closed-loop communication must have the right amount of frequency. Your communication must have some "pop" to it. You have to awaken them to the compelling proposition your school has to offer. You must be able to roll out your compelling story over time in a way that keeps the lead interested.

Your communication stream needs to have opening and closing chapters. However, just as the middle chapters in a good book tell the complete story so too your school cannot afford to leave out key information. Robert Dickman and Richard Maxwell refer to five elements of persuasive storytelling in their book, *The Elements of Persuasion*. Here's how those elements should be applied to your school's story.

- Communicate Passion. Grab their attention and provide an overview why your school's mission is so important to them.
- Describe the Hero. Share how your school educates student unlike any other.
- Paint a picture of who the Hero is up against. Give them concrete evidence of how your school overcomes the negative influences of society and forms children who are Christ-centered.
- Create pivotal moments when the "light bulb comes on" for the person with whom you are communicating. Share specific moments of how families in your school sacrifice to make tuition affordable.
- Close like the Gospels. The Gospels leave us with the Resurrection. Leave prospective families wanting the kind of educational transformational student experience that only Catholic schools can provide.

One Final Thought about Your Closed-loop Communication

Your closed-loop marketing must be delivered using a mix of communication mediums. People listen in a variety of ways today. Don't write off any particular form of communication. For instance, today we tend to think that teenagers have given up on regular mail. However, the US Postal Service reports that 87% of teenagers bring in the mail the day it's delivered to their house and 82% sort through it immediately. You must use a good mix of mediums including regular mail, email, and phone within your closed-loop communication. Remember you can't communicate using all these mediums unless contact information is collected on the front end of the loop.

Spiritual Thought

St. Paul nurtured the leads he received as he evangelized the faith to the non-Christian world. Where would the early Christian communities be today had St. Paul not written and visited them? Sometimes he even had to write a second letter in order to tell the complete story. It's pretty easy to see St. Paul sitting at his computer and hitting the send button to a compelling email!

ISPD 2010 Mardi Gras Development School



In case you haven't heard, we are bringing back the most popular three day workshop ISPD has ever introduced - the ISPD Mardi Gras Development School - which will be held at De La Salle High School on February 3, 4 and 5, 2010.

The ISPD Development School will have many advantages:

- At a Catholic high school located directly on St. Charles Avenue on the streetcar line
- Numerous hotels up and down the streetcar line where attendees can stay and simply ride the streetcar to De La Salle High School
- Over 15 courses on Catholic Development, Advancement, People Engagement and Total Stewardship
- Many presenters - ISPD associates and guest presenters from throughout the country
- Mardi Gras parades beginning the day the Development School is over
- Park bench sessions with presenters
- ISPD socials
- Networking luncheon
- Special Cajun/Creole outdoor cookout the night before - Tuesday, February 2nd from 6:00 PM - 9:00 PM - chartered bus service provided
- Plus much more

Make your plans & mark your calendar for a great time in New Orleans!

- [Click here for more details & course descriptions on Mardi Gras Development School](#)

ISPD Webinars & Webcasts

ISPD now offers \$39 sixty minute Webinars on Catholic Development.

Listed here are our upcoming Webinars:

- **"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

ISPD is pleased to partner with the National Catholic Educational Association (NCEA) to host a new series of 60 minute webcasts on various Catholic Development topics throughout the academic year. These webcasts will be particularly useful for Board members, committee members, school administrators, pastors, and superintendents.

Upcoming NCEA/ISPD Webcasts include:

- **"What Do You Do When You Don't Have a Development Office? The Role of the Board/Administration in Development & Advancement - Part II"**
October 23, 2009

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

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. Please visit our web site at www.ispd.com for the latest information and also to register on line.

Fall 2009 Workshop Schedule

"Building a Strong Catholic Development Effort in Tough Economic Times"

October 21st in Cincinnati, OH

"Long Range Strategic Plan for Catholic Schools"

November 3rd in Lafayette, LA

"Long Range Planning for Catholic Parishes & Schools"

November 18th in Chicago, IL

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. Please contact us for details.

- [Check Here for More Information on ISPD Development Workshops and Online Registration](#)
- [Click here for more information on Topical Enrollment Management Workshops](#)

ISPD - Bringing people, process and ministry together to build the Kingdom of God

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.

E-mail: ispd@aol.com
Phone: 800-299-2393
Website: <http://www.ispd.com>

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Institute of School & Parish Development | 2713 Athania Parkway | Suite 200 | Metairie | LA | 70002