



September 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.

### **Two Approaches to Nurturing Leads**

**By John Cooper, ISPD Enrollment Specialist**

Don't blame the messenger! Yes, don't get mad at us for pointing out the reality that you (board members, diocesan school office staff, pastors, principals, presidents, admissions directors, volunteers, etc.) already know. No sooner have you gotten this school year off to a terrifically fantastic start, that you automatically have to start thinking about next year's enrollment. To make matters worse, you have to have a two-prong approach to nurturing leads.

### **Nurturing Leads/Prospects through a Drip Campaign**

What are leads? Leads are persons who are likely to be interested in your school. We often use the term prospects to define them. Leads can be parish registered families whose children are ready for kindergarten in 2010-11 or they can be 8th graders who will start high school next August.

#### **Right Audience**

Leads/prospects are at the top of your enrollment funnel. They have not yet officially declared their interest in your school. Your challenge is that you have to recognize and nurture these leads even prior to their entry into the funnel. Catholic high schools realized this reality several years ago. Catholic elementary schools are still in the process of understanding this necessary dynamic. There are schools that still believe that lead/prospect nurturing is a bulletin announcement or insert about registration in January. If this sounds like your school, then you better pray for a robust list of parish leads/prospects!

#### **Right Timing**

Campaigns to help leads/prospects enter your school's enrollment funnel are often referred to as "drip" marketing. We recommend that high schools begin the "drip" campaign in the spring prior to the fall recruitment season. Elementary schools should begin their "drip" campaigns in the fall prior to the spring registration season. Timing is everything in marketing. Your campaign needs to be strategically timed so as to not overload your leads/prospects. On the other hand, it has to maintain a level of frequency that holds their attention long enough for your school to make a convincing case.

## Right Message

What to include in a "drip" campaign varies by school. One common characteristic is that the campaign has to tell the story of your school in the way that leads/prospects want to hear it told. It should touch upon their wants, needs, and desires. In other words, it should tell leads/prospects "What's In It For Me" (WIIFM). An effective "drip" campaign should be benefit oriented. It should anticipate and address objections in a positive, proactive manner. It should direct leads/prospects to take that next step into the funnel, no matter how small that step may be.

## To Be Continued Next Month

For most schools the thought of pulling off a power packed "drip" campaign to nurture leads/prospects into entering their school's enrollment funnel can seem daunting. In the October issue of **Enrollment Talk**, we will talk about the part of an effective nurturing enrollment system that can overwhelm even the most organized school. We will address the second prong of lead nurturing which occurs when the prospect declares an interest in your school and officially enters the enrollment funnel. This is what marketers often refer to as "closed-loop" communication.

\*\*\*\*\*

# Upcoming Enrollment Management Presentations

The fall season is going to be a busy one for ISPD's Enrollment Management Division. Here's a list of upcoming Enrollment Management presentations.

- Indiana Private Education Association (INPEA) Conference - September 25
- Diocese of Arlington, Virginia (Part II Enrollment Management Workshop Series) - September 28-29
- Diocese of Jefferson City, Missouri (2009 Teacher Institute) - October 5
- OCEA Conference, Cincinnati, Ohio - October 9
- Diocese of Peoria, Illinois (Enrollment Management Workshop) - October 21
- Mid-Atlantic Catholic Schools Conference, Baltimore, Maryland - October 22
- Diocese of Lexington, Kentucky (Workshop on Enrollment Management for School Boards) - October 24

## Upcoming Enrollment Management Webinars & Webcasts

- Enrollment Management: Attracting & Retaining Students in Your Catholic School - November 18 from 10:00-11:00 AM (CST)

- Register online at [www.ispd.com](http://www.ispd.com)
- Enrollment Management: How to Develop a Comprehensive Plan to Retain Students & Increase Enrollment - November 30 from 1:00-2:00 PM (EST)  
Register online at [www.ncea.org](http://www.ncea.org)

\*\*\*\*\*

## Spiritual Thought

Encourage staff and faculty to embrace an "Enrollment Management" mindset this year. Take its proper context, Enrollment Management is an exercise in:

- Evangelization
- Encouraging People through a process of Entry into Your School
- Systematic communication to Build Relationships
- Retention and Continued Connection after Graduation

In exercising this four-fold approach to Enrollment Management, your staff and teachers are actually following Jesus example as:

- The Great Evangelizer
- The Inviter who wants us to join him
- The Communion which brings us together
- The Savior who Retains through His Cross and who wins for us Eternal Connection through His Resurrection

\*\*\*\*\*

## ISPD Webinars & Webcasts

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

Listed here are our upcoming Webinars:

- "***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

ISPD is pleased to partner with the National Catholic Educational Association (NCEA) to host 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:

- **"Part I: What Do You Do When You Don't Have a Development Office? The Role of the Board/Administration in Development & Advancement"**  
September 28, 2009
- **"Part II: What Do You Do When You Don't Have a Development Office? The Role of the Board/Administration in Development & Advancement"**  
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 lead 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](http://www.ispd.com) for the latest information and also to register on line.

#### Fall 2009 Workshop Schedule

***"Become a More Welcoming, Engaging & Affirming Parish"***  
September 17th in Philadelphia, PA

***"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](#)

\*\*\*\*\*

## 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!](#)

\*\*\*\*\*

## 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
- Library of Development Articles
- [Visit our ISPD Web site Now!](#)

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

[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.

E-mail: [ispd@aol.com](mailto:ispd@aol.com)  
 Phone: 800-299-2393  
 Website: <http://www.ispd.com>

@Copyright 2005-2009 ISPD: Institute of School and Parish Development, Inc. This document or any portion thereof may not be reproduced in any format whatsoever without the written, expressed consent of the Institute of School and Parish Development.