

# Month-to-Month Marketing Guide

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The following template serves as an informational guide for your school/academy Marketing Team needs. Please feel free to adapt this guide to include additional items and needs. You may find that you need to re-arrange certain areas or change the timing of things as well. Its goal is simply to assist you in staying on task in marketing initiatives year-round.

## **YEAR-ROUND ESSENTIALS (Locally and within Your School/Academy)**

- *Be a friendly face*
- *Welcome visitors*
- *Offer kind service to callers*
- *Maintain your website and social media accounts*
- *Take and share lots of photos (smiling faces 😊 and colorful classrooms)*
- *Publicize events and success stories. Gather testimonials from parents and past students.*

## **AUGUST**

### *Planning*

- Make sure your building is cleaned up and ready to go
- Assess marketing strengths and weaknesses to adapt your plans for the new year
- Make any needed changes to your marketing plan

### *Advertising*

- Execute any planned back to school ads (**Tablet newspaper and website**, Radio, local paper, bulletin)
- Advertise in English and secondary language of local community. (Nuestra Voz is Spanish newspaper of the diocese, etc.)

## **SEPTEMBER**

### *Planning*

- Hold Marketing Subcommittee kickoff meeting to set goals, schedules and budget for Catholic Schools Week and/or Spring marketing events
- Collaborate to complete and finalize your marketing plan
- Assign leads for website and social media updates. (Website should act as the initial hub for posting news, which is then reposted to social media.)

### *Events*

- Hold Opening Liturgy for school community (Bulletin announcement 2-3 weeks in advance)
  - Set up an information table with Bilingual representation following mass
- Host a Back to School Night for families
  - Involve your students as guides. etc.
  - Provide brochures, registration paperwork.

### *Communication*

- Hang any of your ads from the summer in the building
- Send a list of events home to parents and to the Marketing Coordinator
- Send forms to parents to fundraise through Catholic Schools Night (forms are pre-created and posted in the Senior Deputy Superintendent's folder on Dionet)
- Determine how to best create an email database for parents and begin to create it to enhance communication. Option C is an excellent tool for regular emails to parents.
- **KEEP CALENDAR UPDATED**
  - Publicize your list of school events on your website. This should include things like student talent shows and plays.
  - Create and update an alumni area on the website. Plan one reunion meeting per year and one mailing.

## **OCTOBER**

### *Planning*

- Marketing Subcommittee to begin booking space and speakers for any large events throughout the year
- Determine how you will celebrate CSW and how it will kick-start your Spring marketing

### *Communication*

- Email a parent survey to learn how you are doing and how you can do better (free survey tools like SurveyMonkey are very easy to use and provide immediate statistics).

## **NOVEMBER**

### *Planning*

- Begin planning any Direct Mail marketing for the Spring

### *Events*

- Publicize Thanksgiving events (website, social media, bulletins)
- Arrange for Advent celebrations for students and staff
- Execute plans for social media if not already done so

## **DECEMBER**

### *Planning*

- Marketing Subcommittee to continue planning events, draft news release, enlist students and parents to create signage and local promotions for Catholic Schools Week

### *Events*

- Arrange for Christmas celebrations (bulletins, social media, website)

## **JANUARY**

### *Communication*

- Begin to positively promote registration periods alongside scholarship deadlines

- Alert school community to Bishop's Liturgy for Catholic Schools Week
- Promote any Bishop visits within your school
  - Prepare for visit by ensuring student involvement (choir, readers, tour guides... etc)

#### *Advertising*

- Prepare and implement Catholic Schools Week celebrations with appropriate publicity (including teacher recognition day)
  - Publicize (Tablet newspaper and website, Radio, local paper, bulletin)
- Marketing Subcommittee to send news release to local media, run bulletin announcements and finish event planning for CSW marketing event
- Send in any final ads for CSW

## **FEBRUARY**

#### *Planning/Events*

- Complete planning for dates and logistics of any open houses or tours
  - Open houses should have heavy student involvement.
- Investigate community events that you can become involved in for the coming months.
- **Keep up with website calendar and social media.**

#### *Advertising*

- Draft press releases to notify the public of what you have done.
- Create flyers for your school and post them within the community.
- Determine the focus of your Spring advertisements and promotions.
- Finalize any direct mail pieces and send them to the printer.

## **MARCH**

#### *Planning/Events*

- Track and record the success of any direct mail
- Host Open Houses

#### *Communication*

- Publicize your calendar of events surrounding Lent and Easter (website calendar, social media...)

#### *Advertising*

- Begin implementation of Spring advertisements and promotions
- Advertise student achievement and school accomplishments alongside registration periods
- Be sure to promote camps and summer-school information. Send to the Office of the Superintendent to be included on the master-calendar publicized on the diocesan site (this was listed in May...that is too late... I think parents lock down these plans much earlier.)

## **APRIL**

### *Events*

- Have a bring-a-buddy day during the public school Spring Recess
- Passion Play
- Easter Celebration
- Continue Spring promotions, events, and advertisements

## **MAY**

### *Events*

- Participate in a local event
- Post flyers and distribute information to local businesses

### *Communication*

- Promote your academic accomplishments throughout the year to your current families
- Send forms to parents to fundraise through Catholic Schools Night if not already done so (forms are pre-created and posted in the Senior Deputy Superintendent's folder on Dionet)

### *Advertising*

- Promote your academic accomplishments throughout the year to the public
- Advertise summer-school within the community

## **JUNE**

### *Events*

- 8<sup>th</sup> grade graduations
- Stepping-Up ceremonies

### *Communication/Advertising*

- Place a congratulatory note for your students (website & social media) or in a local paper.
- Publicize 8<sup>th</sup> grade high school acceptances and scholarship awards.
  - Write to the paper
  - Post on website and social media
  - Create a scholarship wall in the hallway
  - Send notes home to all parents to make them aware of the success of older students in the school. This is inspiring.
- End the year by highlighting your successes in a newsletter that goes home to parents
- Send scholarship and high school acceptance information to the Office of the Superintendent.
- Book any Back to School advertising before principal/staff leave for the summer and are harder to reach for content and approvals.

## **JULY**

### *Planning*

- Look into renovating parts of the building. Spruce it up for next year.
- **Review your website.** Consult with the Marketing Coordinator in the Office of the Superintendent for guidance or the possibility of a designing a new site with DeSales Media.
- Plan any final advertisements for July and August, a final push for enrollment

### *Communication*

- Send a welcome letter to new families and students that have enrolled.