

# Parish Bulletin Guide

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The following is a guide for your school/academy when it comes to placing information in local parish bulletins. Please feel free to adapt this guide to include additional areas or to remove areas. Parish bulletins are a great way to promote your school and although this guide is not extensive, its goal is to assist you in both utilizing bulletins and thinking of some of the many ways in which to do so. It may be helpful to have a parent volunteer or someone from the marketing team dedicated to helping you in this task!

## **Basic Steps**

1. We must not lose sight of the fact that many parishes do not have a school. Your school/academy should have information in every local parish bulletin, especially those parishes which you are aligned with.
2. Find out all of the local and/or aligned Catholic parishes if you do not already know of them.
3. Request a copy of their bulletin or go online to download it in order to see the type of information that is already in the bulletin.
4. Request to be included in the bulletin on a weekly basis and inquire on how you might be included throughout the year. Here are some questions you might ask:
  - How much space will you have in the bulletin?
  - Do you have a column? A page?
  - Is your space vertical or horizontal?
  - Can you use a picture?
  - How often can you include a flyer? Do they print them for you or do you have to print them?
  - How about an ad?
5. Weekly, send the information to the parishes to include in their bulletins
- 6. Always list your contact information!**
7. Check that the information was posted in the bulletins.

## **Weekly Topic Ideas**

*You can use each week to share new news and successes, or you can use each week to educate parishioners about some aspect of the school. Aim to be informational and/or educational, as well as exciting. Parishioners can familiarize themselves with the school through the bulletin. Some topic ideas include:*

- Basic information
- School news
- Parent testimonials
- Student reflections on the school, faith, or even hot topics. (Let the public see what great thinkers they are!)
- Events
- Meet the teachers: teacher each week.
- Test scores or information regarding testing
- Educational programs in the school

- Afterschool programs and activities
- Services
- Tuition/Registration information
- Student achievement
- Scholarships awarded
- Early childhood education
- Education at different grade levels
- News from each grade level
- Important announcements
- Renovations
- Facility information
- Staff changes
- Honoring students, faculty, or staff
- Frequently asked questions
- School Plans
- ***\*Don't forget to include photos as often as possible, and your contact information!***

### **Flyers/Forms**

*There are certain times of the year, such as heavy registration periods, in which you might want to include flyers in the bulletin. Offer to have volunteers help stuff the bulletins. Some flyer ideas include:*

- Early Childhood Program Flyer
- Open House Flyer
- Flyer advertising tours
- Events Flyers
- Inviting parishioners to attend catholic Schools Night, or other events that require a response form
- Forms (you can speak about the event in the main bulletin and include the needed form separately)

### **Advertisements**

*Although less conventional, you may want to consider placing an ad in the bulletin every now and then. Offer a discount or incentive.*