



THE DIOCESE OF PHOENIX
CATHOLIC SCHOOLS

Faith in Education

A Web-Based Marketing Guide for Catholic Schools

Presented by the
Marketing Committee of the
Diocesan School Board

A web-based guide allows schools the opportunity to

- develop their own, individualized plan
- pick and choose what they need
- maintain continuity despite committee/personnel changes
- see what other schools are doing
- share their own successful/not-so-successful efforts

(for free)

Combination of two archdiocesan/diocesan
approaches

Diocese of Richmond

(who borrowed theirs from Wheeling-Charleston)

and the Archdiocese of Chicago



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Welcome to the Diocese of Phoenix Catholic Schools Marketing Guide

What is Marketing?

Marketing is based on the idea that you have something worthwhile to offer, and when people find out about it, they want it. It's the process or technique of promoting, selling, and distributing a product or service. It usually involves the 4 Ps: price, product, place, and promotion.

How does this apply to your school?

Price is your tuition. Product is both your academic and co-curricular programs. Place is your building(s) as well as your location/community. Promotion is all programs, events, publications, advertising, and media that enhance the quality, understanding, awareness, appreciation, and image of the institution in the minds of the students, the parents, and the general public.

Why should you market?

A well-marketed school is better known, is able to communicate its progress, has an increased life cycle, helps realize new publics, establishes a favorable image, increases alumni/ae participation, creates a climate of giving, shows accountability, and advances the mission of the school.

Marketing should be a mindset that permeates the school community. Whose job is it to market the school? Simply put, it's everyone's job, from the principal to the teachers, students, staff, school board, and pastor.

Marketing Resources

School Marketing Plan Worksheet

Any organization that sells a product or service to customers needs a formal marketing plan. This plan should be clear, concise, and state the few key strategies to be undertaken. The planning process should culminate in a written plan that charts a path to achieve your organization's objectives. This [sample marketing plan](#) worksheet provides a framework for your school to begin the process. This [enrollment management framework model](#) gives an overview

What Makes a Good Information Packet?

Whether your school is planning an open house, a booth at a local festival, or some other event that bring prospective families to your school, you have to develop the right message in an attractive way. Starting with a one-page information sheet and continuing through an outline of tuition and fees, this document outlines the message, content, and connection to your website that should be part of your school's information packet.

Best Marketing Practices

A [compilation](#) of ideas from Catholic schools about what's worked for them as they try to increase and retain enrollment.

What Makes an Effective Website?

A school's website is its most important marketing tool. How well does yours spark a viewer's interest, communicate your mission, and invite inquiry? This [article](#) and this [checklist](#), along with a few examples of effective school websites, will help you evaluate yours.

Social Networking Guidelines

A how-to guide for the effective use of sites like Facebook and Twitter, along with the Diocese of Phoenix Social Media Guidelines document.

Building Better School Publications

A step-by-step [guide](#) to making sure your school publications all have a distinctive purpose, voice, and appearance. This includes brochures, newsletters, annual reports, and electronic communications.

Generating Positive News and Publicity

This [guide](#) includes hints for dealing with members of the media, as well as a press release template that outlines the elements necessary for every press release generated.

Parent/Guardian Satisfaction Survey and Instructions

This survey is a useful tool for identifying service issues as well as providing another measure of the educational quality of your school. This [survey](#) can be customized for your school's particular needs.

Exit Survey and Instructions

In some cases, and for any number of reasons, some families will choose to have their children attend school elsewhere. This [exit survey](#) is one way to determine those reasons and address any issues raised. It can be customized for your school's particular needs.

Culturally Sensitive Marketing

Guidelines and suggestions for reaching out and welcoming the diverse families who are currently enrolled or considering enrollment in our schools.

Marketing/Development Calendar

A month-by-month to-do list you can use to plan your marketing year.

Resource List

A compilation of books, articles, websites, etc., that will help you learn more about effectively marketing your school.

What else do you need to make it easier for you to market your school to your community?