

# MARKETING KIT

FOR CATHOLIC SCHOOLS **2022-2023**



NCEA©

**Catholic Schools**  
**Faith. Excellence. Service.**

# Acknowledgements

**The National Catholic Educational Association (NCEA)** extends its sincere appreciation to the schools, parishes and dioceses that share their best practices and good news stories as they relate to Catholic school vitality and Catholic Schools Week (CSW). Special thanks to the NCEA Communications Team and other contributors for their help with the production of the Marketing Kit for Catholic Schools.

This publication was made possible because of the outstanding work of the following members:

## **NCEA COMMUNICATIONS TEAM**

**Crystal Berry**

NCEA Vice President of Marketing and Corporate Sales

**Margaret Kaplow**

NCEA Vice President of Communications

**Laura MacDonald**

NCEA Director of Professional Learning

**Jessica Roberts**

NCEA Marketing Specialist

**Bea Ruiz**

NCEA Graphic Design and Production Manager



# Table of Contents

About This Kit	2
Content Marketing for Catholic Schools	3
Content Marketing Planning Guide	4
Storytelling Marketing for Catholic Schools	5
Storytelling Brainstorming	6
Marketing Channels Guide	7
Social Media Guide	11
Social Media Success Stories	14
About the CSW Logo and Theme	16
CSW Brand Guidelines	17
DCSW Daily Themes	18
CSW Daily Themes	21
DCSW Liturgy Planning Guide	26
CSW Liturgy Planning Guide	31
Welcoming Families of All Cultures	35
Welcoming Families of All Faiths	36
List of Holy Days/Feast Days	37
Virtual Events Guide	38
CSW Tools and Templates	41



# About This Kit

Effective marketing is essential to a Catholic school's success in today's competitive education environment. What you do to highlight your school's participation in National Catholic Schools Week (CSW) is only part of the effort. Your school's success depends on a year-round marketing program that builds support for your school and sells its unique benefits. A strong marketing plan will help retain current students; attract and welcome new students; encourage a sense of pride among staff and attract the best educators; foster community support to help drive development efforts and ensure that your school will continue to fulfill its mission of providing a faith-filled and academically excellent education to all.



The Marketing Kit for Catholic Schools for 2022-2023 includes the following:

- An overview of content and storytelling marketing – two marketing approaches effective in developing your school's year-round marketing strategy
- A guide to choosing marketing channels and creating a strong social media presence
- CSW information and resources for planning 2022-2023 CSW celebrations and liturgies
- Tips and how-to's for virtual events
- A list of further templates and resources found on the NCEA website

For more information and templates to help you get started please visit [www.NCEA.org/csw](http://www.NCEA.org/csw)

Any links or program recommendations included in this guide were researched earlier this year and are not guaranteed to be up-to-date or backed by NCEA. Always conduct your own research before using the recommendations found in this guide to be sure they are the right opportunities for your school.

# Content Marketing for Catholic Schools

## What is content marketing?

- Content marketing is a marketing approach that focuses on positioning your Catholic school as a guiding force by providing relevant, meaningful and accessible content that meets the needs of your identified audiences – not necessarily to promote your school but to stimulate interest in it and highlight your strengths.
- Content marketing takes place year-round, but can be particularly emphasized during Discover Catholic Schools Week in November.

## Who is my audience?

- Prospective families and educators
- Current and alumni families
- Community and parish members
- Donors

## Why is content marketing important?

- Prospective parents research your school to see that it provides all of the academic and faith experiences they want for their children before reaching out to you.
- Prospective educators want to see that you truly live out the values you proclaim before joining your team.
- reassurance of the impact your school is having on the lives of their children.
- Alumni families remain connected to the school by staying informed of new changes and events.
- Community and parish members form a connection to the school and your students by seeing the benefits your school offers to the young people of the community.
- Donors want to see how their gifts are making an impact on the lives and educations of students and families.





# Content Marketing Planning Guide

Simply follow the steps below to formulate your own content marketing plan! Use the questions outlined in each step to brainstorm, and see the upcoming page on Marketing Channels to evaluate the most effective channels to use in implementing the plan you create for your school.

## Step-by-Step Guide

### 1 Identify Your Audience – Determine who you need to target to reach your goals.

- Who do you want to inspire and connect with through your marketing plan?
- Who do you need to engage to reach your target audience: alumni, grandparents, parishioners, potential volunteers, new community residents, private and public school supporters, business and other community leaders?

### 2 Craft Your Message – Create a message that highlights your school's strengths.

- What are your school's key strengths?
- What does your school offer that other private or public schools don't?
- Why do families choose your school?
- What are you the most proud of in regards to your school?
- How does your school serve those seeking academic excellence, faith formation and service opportunities for their children?
- What is your message calling your audience to do?
- Will the message you have crafted resonate with your audience?

### 3

### Create Informed and Actionable Goals – Determine the results your content marketing campaign should accomplish and actions you can take to ensure they are achieved.

- What are one or two specific goals that you want to achieve over the next year: increase enrollment, improve retention, boost fundraising?
- How will you achieve these goals and objectives?
- Who will help you achieve them?

### 4

### Determine Your Message Channels and Vehicles – Identify which marketing channels are effective for the audience you want to target.

- What marketing channels have worked in the past: website, social media, email?
- What channels does your target audience prefer?
- Are you reaching your target audience on the channels you are currently using?
- Do you need to create a presence on a new channel?

### 5

### Measuring Success – Select metrics that will help you assess the effectiveness of your campaign.

- How will you measure the success of your campaign: Facebook likes, Twitter retweets, Email open rate, student retention percentage, number of new students enrolled?
- How can you adapt your plan if objectives are not being met?

# Storytelling Marketing for Catholic Schools

## What is Storytelling Marketing?

- Storytelling marketing is a marketing approach that focuses on building connections through emotional and relatable stories that gain attention, build a sense of belonging and link your school to the values you share with your audience.

## Why is Storytelling Marketing important?

- **Stories initiate genuine connections.**  
Craft a story that is heartfelt and connects with readers on an emotional level. Draw readers in to learn more about your school. Share stories of your school family and faith community that readers can relate to.



- **Stories attract attention.**  
Complement facts about graduates and enrollment information with emotional connection. Tell a story that readers can't forget. Put the spotlight on your school.
- **Stories communicate your passion.**  
You are passionate about the mission of Catholic school education, so share this with others. Compel readers to participate in your mission. Point out what makes your school different.
- **Stories unite Catholic schools nationally.**  
The Catholic school education system has an impact on almost 2 million students nationwide. Your school is a part of this national mission. Tell a story that connects your school to the thousands of others nationwide.
- **Stories demand engagement.**  
Engage and encourage your readers to reflect and make connections with your school and students. Prompt your readers to share their connections to your story. Provide an opportunity for them to share their connections with you.

# Storytelling Brainstorming



Reflect on these questions as you build your school's narrative:

How did your school begin? What is its history?	1	6	What do your students love the most about your school? What do their parents love? What do the staff love?
Who is your school named after? How does the school embody the values and mission of this person/people?	2	7	What is the impact your school has on its students and their families? On the community? On your parish?
What is your school's mission?	3	8	What obstacles have your school or students had to face?
What are three values your school community emphasizes?	4	9	What are the most newsworthy items that have happened in your school community in the last three years? How have you overcome, grown from, or built upon them?
What are the three most distinguishing factors that set your school apart?	5	10	Who are the most effective storytellers in your school community? How can you emulate them in telling the story of your school?



# Marketing Channels Guide



Use this guide to choose the marketing channels that will be the most effective for your year-round marketing strategy and CSW marketing efforts. Launch your marketing plan on one or multiple channels. Each target audience will be best targeted by different channels, so see which channels work the best for you and your school!

## Online Communications

### Email

Emails are the best form of communication for most target audiences. Be sure to send emails regularly with information that readers will find useful.

*TIP: Choose the recipients of your emails based on the content or topic of the email. Create separate email lists for current parents, prospective parents, staff, etc.*

*TIP: Request current email addresses at the beginning of each school year and throughout the admissions season to keep your email lists up-to-date.*

#### Ideas for Email Content:

- Current parents: Highlight student accomplishments, invitations to school events, weekly newsletter
- Prospective parents: How to register, registration timeline, invitations to school tours and new student events
- Parish members: Invitations to school events, CSW activities + pictures of the students, highlight student accomplishments

### Blogs

Blogs are a great way to share your storytelling marketing message. Tell the story of your school to parents, teachers and community members.

*TIP: Use the blog to interact with your readers. Allow them to leave comments and share their reactions to the stories you tell.*

*TIP: Ask many different people within your school community to contribute an article to the blog. Tell the stories of teachers, parents, administration, students and parish members.*

#### Ideas for Blog Content:

- Teachers: Share teaching ideas and tips, share the new programs they are implementing in the classroom, share a heartfelt moment they experienced with a student
- Students: Write essays on various topics, share what they love about the school
- Parents: Share why they chose Catholic school for their child(ren) or more specifically why they chose your school, share their personal testimonies or faith journeys
- Administration: Why they got involved with Catholic schools, share their goals in running the school

### Social Media

See the Social Media Guide for general social media tips, an overview of popular social media platforms, content ideas and examples of top-performing Catholic school accounts.

## Websites

Your website is where current and prospective members of your school community go for information. Be sure that it includes updated information, as well as content that showcases your students' Catholic school experience. If your school doesn't have a website or has one that is outdated, start here!

*TIP: Include your values and mission statement on the homepage to emphasize your focus on them.*

*TIP: Link your social media channels from your website to urge visitors to check out the content you have posted on other channels.*

## Online Ads

Capture the attention of potential families by purchasing ads on popular platforms such as Google, Facebook and Instagram. These programs offer the ability to control your budget and choose who sees your ads.

*TIP: Explore the opportunities available with Google Ads, Facebook Ads, Microsoft Advertising, Instagram Business, etc. Determine which platform is the most effective for your target audience and marketing budget.*

## School App

Create an app for your school. Connect with current parents and students with resources specific to them, and offer them the opportunity to communicate with you directly through the app.

*TIP: There are multiple software services available for you to easily and cheaply create an app for your school without any coding necessary. Utilize the templates and colors schemes they have available or design your own. A simple Google search yields multiple options to choose from based on your school's needs.*

### Ideas for App Capabilities:

- Send reminders about events or deadlines using push notifications
- Book parent teacher conference time slots
- Submit permission slips and student health information
- Message individual parents or students



## Print and Display Materials

### School Bulletin Boards

Grab the attention of school visitors with visually compelling displays throughout the school.

*TIP: If you have multiple spaces for displays, highlight different programs, classes or values on each. Point out each display as you lead tours for prospective parents and explain why you chose to highlight the topic.*

*TIP: Allow students and parents to help create these displays. Incorporate their creativity with student-designed decorations and pictures of students.*

### Information Packets/Brochures

Attract the attention of prospective or potential parents with information on your school's academics, faith formation and student experience.

*TIP: Partner with local business leaders and current parents to place your packet/brochure in their places of employment.*

*TIP: Mail this information to all families within the reach of your school. Evaluate the costs and benefits of this to determine if it is the right choice for your school.*

#### Ideas for Information to Include in Packets/Brochures:

- Curriculum and educational philosophy
- Answers to frequently asked questions
- Reports on standardized test scores
- Tuition options
- Testimonials from parents and staff
- Contact information
- Registration information and timeline

### School Signs

Generate interest in your school by creating signs with your school's name, logo and mission statement. Post these signs outside your school and parish.

*TIP: Encourage families to place one of your signs in their front yards. Consider creating personalized signs for each family with the first names of their students to add a personal touch.*

### Merchandise/Apparel

Spread awareness about your school by creating merchandise to give away on social media or give and sell to students and families. Use your greatest proponents, students and their families, to share their experiences with your school when asked about their apparel. Source One Digital has swag and products specifically designed for Catholic Schools Week, [www.catholicschoolpride.com](http://www.catholicschoolpride.com)

*TIP: Create merchandise that students and families will truly use. You may have to spend a little extra, but it's worth ensuring that buyers or winners will wear or use them.*

**Ideas for Merchandise/Apparel: Sweatshirts, T-shirts, car stickers, baseball hats, pens, notebooks, frisbees, pop sockets, phone cases, blankets, party supplies such as plates, napkins and balloons**



## Personal Engagement

### Personal Contact

Create a genuine connection with current and prospective members of your school community by reaching out with individual and personalized content.

*TIP: Follow-up with prospective parents after tours. Let them know that you enjoyed showing them your school and you are available to answer any post-tour questions they have. Also include information on how to register their children.*

#### Ideas for Personal Contact:

Phone call, personalized email, handwritten postcard, in-person conversation

### School Ambassadors

Provide prospective families with a cohort of parents and students to answer their questions and provide them with additional resources. Choose families with experience in the school and provide their contact information to prospective parents.

*TIP: Host a networking event before tours to connect current parents with prospective families.*

*TIP: Invite one or two of your parent advocates on tours to complement the information you offer with testimonies and first-hand experiences.*

### Open Houses and Tours

Showcase your school by offering tours and open houses for small groups of prospective parents. Explain what makes your school special and communicate the impact you have on the lives of your students and families. Highlight the academic, faith and service experiences available to your students.

*TIP: Involve current students and parents in tours wherever possible. No one can tell the story of your school better than those who experience the impact of it firsthand.*

## Media Relations

### News Media

Share your school's story and accomplishments with community members and potential families through the local media. Invite reporters to cover your events or submit your own concise, well-written articles.

*TIP: Invite local media to school events for the community. Allow them to interview the event organizers to incorporate the mission of your school into the story. Showcase the students and the experience they have gained through the event.*

### Advertisements

Capture the attention of potential families and donors by creating ads and purchasing space in local printed media or time on TV or radio programs. Promote a message pertinent to the action you want those who see your ad to take, such as contact you for registration information or donate to your school.

#### Ideas for Advertising Platforms:

Radio, newspaper, TV, billboards



# Social Media Guide

## General Social Media Tips

- Get to know each platform before you start using it. Each platform is a little different, so stay updated with the trends and uses of each one.
- Your profile is the face of your school – keep it updated and draw readers in with your profile picture and description. Include your mission and values in the header or bio.
- Include a link to the school’s website as a source for additional information.
- Engage with your followers on each channel. Like other schools’ and followers’ posts, respond to their comments, and repost their content.
- Each platform has analytics capabilities. Explore the opportunities each offers for tracking how many people have seen your posts, engage with them, etc.
- Create a calendar to help you manage your social media posts. Include each day of the week and which platform you will post on each day. Ensure that you post on each platform regularly.
- Post content that will resonate with your followers. Create a connection with them and provide the information they are looking for.
- Tag other people associated with your content. Connect your followers with them and provide them the opportunity to share your post on their own profiles.
- Use hashtag #CSW23 for both Discover Catholic Schools Week and Celebrate Catholic Schools Week to expand the reach of your posts. Use them strategically to reach the audience you are trying to target and avoid overwhelming hashtags with millions of posts.
- Offer parents the opportunity to provide pictures for the school’s social media. Parents take pictures at all school events, so take advantage of the opportunity to use the content they have already captured. Set this up using a shared Google Drive, a separate email address, or functionality within your school’s app or website.
- Ideas for Social Media Content: Parent recommendations/testimonies, school events, financial aid options, infographics, student achievements, interview the principal or members of the administration, highlight new programs or classes, introduce new staff members, showcase graduating students, event or school trip experiences, display how you’re living out your mission and values, unique school programs, sporting achievements, scripture quotes or short prayers, saint feast days, charity work, sustainability efforts, how you’re responding to welfare concerns such as bullying.



## Facebook



Facebook is generally used for staying in touch with family and friends, as well as acquiring information about community businesses and events. Use it to share information about your school and school events, and start a conversation between current and prospective parents.

*TIP: Take advantage of posting videos on Facebook. They continue to grow in popularity and see more engagement than text or photo posts.*

*TIP: Utilize Facebook Live to stream virtual events.*

*TIP: If you have a business Facebook account, change the settings to allow reviews to be shown. Invite current parents to write reviews of the school to be seen by prospective parents.*

*TIP: Create Facebook events to invite participants to your events. Provide them the opportunity to RSVP directly through the platform and share the event with friends and family.*

### Facebook Content Ideas:

- Attach newsletters to posts
- Post links to articles written in the local media about your school

## Instagram



Instagram boasts high quality visuals and concise captions. Use this platform to connect with younger generations, specifically those 35 and under. Create visually-stimulating photos that highlight your students and their accomplishments.

*TIP: Instagram stories expire after 24 hours. Use stories to post time-sensitive information or highlight events as they happen, and use regular posts for other content. Facebook also has this 24-hour story capability.*

*TIP: Link your other social media accounts, namely Facebook, to your Instagram account to automatically post the same content to other platforms as well. To do this, link the accounts from the settings on Instagram.*

### Instagram Story Content Ideas:

- Create polls
- Use the question and answer feature to answer questions parents have
- Student takeovers

### Don't Forget:

Be sure to post your social media on NCEA channels, too.

Facebook: [facebook.com/nceaorg](https://facebook.com/nceaorg)

Twitter: @NCEATALK

YouTube: NCEATalk

LinkedIn: [linkedin.com/in/nceanetwork](https://linkedin.com/in/nceanetwork)



## Twitter

On Twitter, you are able to post short snippets of text, photos, links and other media. With a character limit of 280, you must choose your words and links carefully.



*TIP: Retweet other users' posts to provide your followers with fresh, new content and create a relationship with other users.*

*TIP: Include a pinned tweet on your profile. Make sure that it is one that generated attention when first posted and one that you want to showcase to new profile visitors.*

*TIP: Include visuals such as photos or videos to increase engagement with your tweets. Twitter is focused on the text of your message, but visual components can direct more attention to it.*

### Twitter Content Ideas:

- Trending events
- Breaking news
- Athletic event updates

## LinkedIn

LinkedIn is social media's professional platform. Use it to connect with parents and stay connected to alumni. Keep your posts professional and save playful content for other channels.



*TIP: Include a photo on your posts to increase engagement.*

*TIP: Explore who has viewed your profile and follow up with them to share more information about your school and invite them to a tour or other school event.*

*TIP: Introduce prospective parents to current parents within the platform. Allow them to form a connection and make plans to talk in person or on the phone.*

### LinkedIn Content Ideas:

- New teaching methods
- Updates on the Catholic education industry
- Highlight challenges or successes faced by Catholic schools

## YouTube

YouTube is a video platform that can be used for videos of any length. Upload short school highlight videos as well as longer recordings of school events. Engage viewers by giving them a glimpse into your school community.



*TIP: Create high-quality videos to increase engagement. Ensure that the visual and sound quality attracts viewers, not discourages them.*

## TikTok

Create mobile videos viewers can watch and discover your school's personalized short videos celebrating Discover Catholic Schools Week and Catholic Schools Week.



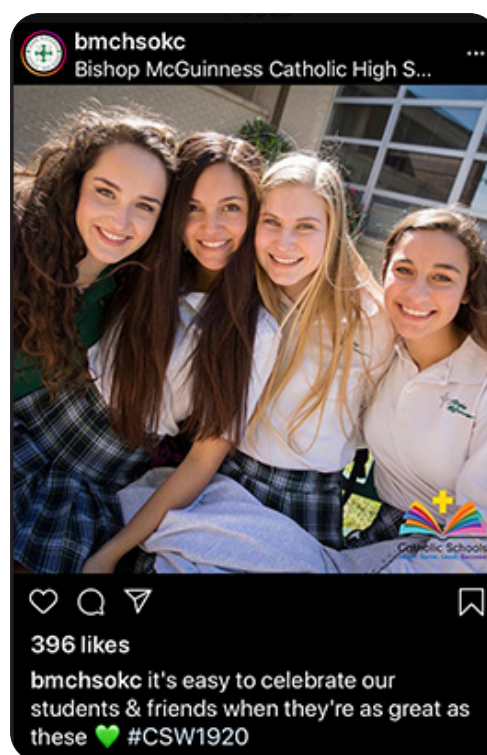
*TIP: Post often — every day during Discover Catholic Schools Week and Catholic Schools Week. Assign students to make short videos about celebrations and events around both weeks.*

# Social Media Success Stories



## Facebook

- @visitationcatholic  
Visitation Catholic School, Kewanee, IL
- @smsmd.org  
St. Martin of Tours Catholic School, Gaithersburg, MD
- @notredamesj  
Notre Dame High School, San Jose, CA
- @StRaymondMPIL  
St. Raymond School, Mount Prospect, IL
- @SMSVT  
St. Michael School, Brattleboro, VT
- @conwellegan  
Conwell-Egan Catholic High School, Fairless Hills, PA



## Instagram

- htsgeorgetown and htlibrary  
Holy Trinity School, Washington, D.C.
- bmchsokc  
Bishop McGuinness Catholic High School, Oklahoma City, OK
- spscardinals  
Saint Philip School, Greenville, RI





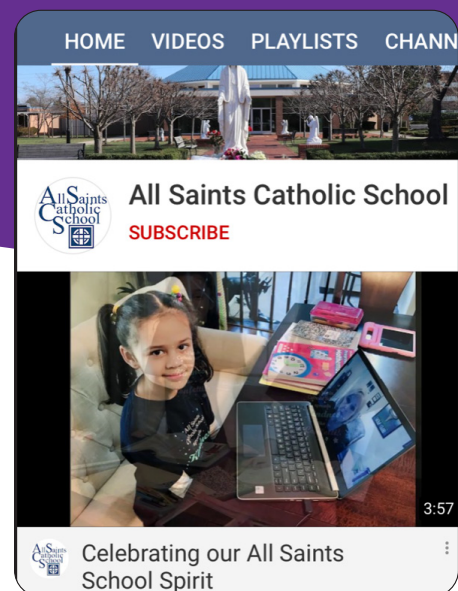
## Twitter

- @StJudeRCS  
St. Jude Regional Catholic School, Rockville, MD
- @SartanX  
St. Pius X High School, Albuquerque, NM
- @SmsgCrusaders  
St. Michael-St. Gabriel, Indianapolis, IN
- @ScotusCC  
Scotus Central Catholic High School, Columbus, NE
- @SaintJoeHigh  
Saint Joseph High School, South Bend, IN
- @HolyTrinityDHS  
Holy Trinity High School, Hicksville, NY



## LinkedIn

- Newman Catholic Schools  
Newman Catholic Schools, Wausau, WI  
<https://www.linkedin.com/company/newman-catholic-schools-wausau/> (include links for all LinkedIn and YouTube accounts within school names)
- Resurrection Catholic School at the Cathedral  
Resurrection Catholic School at the Cathedral, Kansas City, KS  
<https://www.linkedin.com/company/resurrection-catholic-school-at-the-cathedral/>
- Saint Basil Academy
- Saint Basil Academy, Jenkintown, PA  
<https://www.linkedin.com/school/saint-basil-academy/>
- Cardinal O'Hara High School  
Cardinal O'Hara High School, Springfield, PA  
<https://www.linkedin.com/school/cardinal-o'hara-high-school-springfield-pa/>



## YouTube

- All Saints Catholic School  
All Saints Catholic School, Manassas, VA  
<https://www.youtube.com/user/allsvaschool>
- Saint Bridget Catholic School  
Saint Bridget Catholic School, Richmond, VA  
<https://www.youtube.com/c/saintbridgetrva/featured>
- Archmere Academy  
Archmere Academy, Claymont, DE  
<https://www.youtube.com/channel/UCmlbQoeD5PNLQuRhGFPDS4w/featured>
- Butler Catholic School  
Butler Catholic School, Butler, PA  
<https://www.youtube.com/channel/UCaFu16b19D-uwpLslUYobOA/featured>

# About the CSW Logo and Theme

**The CSW 2021-24 theme is “Catholic Schools: Faith. Excellence. Service.”** Catholic schools have a specific purpose to form students to be good citizens of the world, love God and neighbor and enrich society with the leaven of the gospel and by example of faith.

As communities of faith, Catholic schools instill in students their destiny to become saints. Academic excellence is the hallmark of Catholic education intentionally directed to the growth of the whole person – mind, body and spirit. Finally, service is fundamental to Catholic education and the core of Catholic discipleship. Service is intended to help form people who are not only witnesses to Catholic social teaching, but also active participants through social learning.

The CSW logo emphasizes that the Catholic school, like the Catholic Church, is not a building or an institution, but it is the people. As the people of God, we work together to bring the Kingdom of God to Earth and raise up the next generation to do the same. The image of teachers and students forming the foundation of the school shows that they are active people of faith who serve others and God. May we all strive to live in active service of Jesus and his mission as we nationally join together during Catholic Schools Week and always.



# CSW Brand Guidelines

**Catholic Schools: Faith. Excellence. Service.**  
**January 29 – February 4, 2023**

The following logo is available for Catholic schools to use, not only to brand their CSW celebrations and activities, but to incorporate into their year-round marketing activities. Catholic schools are encouraged to place the logo on their school website and marketing materials. For convenience NCEA has partnered with Source One where schools can purchase DCSW and CSW products at [www.catholicchoolpride.com](http://www.catholicchoolpride.com)

A variety of formats of the logo are available for download at [www.NCEA.org/csw](http://www.NCEA.org/csw). The logo must be used in its entirety, without changes or deletions of any kind in design, color or any other element. The National Catholic Educational Association must be credited.



A Catholic school, arch/diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo without the prior written permission of NCEA. Please visit the [CSW Logos and Themes](http://www.ncea.org/csw/Planning%20Tools/Logo_Guidelines/CSW/Planning_Tools/Catholic_Schools_Week_Logos_and_Themes.aspx) webpage for a list of common acceptable usages and unacceptable usages of the logo. For any other request, please email [nceatalk@ncea.org](mailto:nceatalk@ncea.org) with the subject: CSW logo request for approval.

[https://www.ncea.org/csw/Planning%20Tools/Logo\\_Guidelines/CSW/Planning\\_Tools/Catholic\\_Schools\\_Week\\_Logos\\_and\\_Themes.aspx](https://www.ncea.org/csw/Planning%20Tools/Logo_Guidelines/CSW/Planning_Tools/Catholic_Schools_Week_Logos_and_Themes.aspx)

# Daily Themes for Discover Catholic Schools Week:

November 13 – 19, 2022

## Sunday: Discover Your Parish Family



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in the CSW celebration by devoting a Mass to Catholic education.

*TIP: Even if you are not a parish school, reach out to local parishes to see if you can be part of a Mass during CSW. This is a great way to reinforce the shared commitment of faith and academics forming the whole child.*

Ideas for Discover With Your Parish:

- Host a meet and greet after each Mass in the parish center to share information about recent school projects.
- Have older students speak at Mass about their experiences in the school.
- Create a bulletin board in the church foyer for parish members to see. Include pictures of students, quotes from teachers, and what parish members can do to get involved in the school.
- Have your school community participate in a week of Perpetual Adoration or host a Holy Hour of Adoration for your school.
- Showcase student-created exhibits illustrating various aspects of Catholic faith.

## Monday: Discover Catholic School Students



Designate this day as a shadow day for prospective students and host a workshop-based open house in the evening. Allow students to discover the school in their own way. Consider dropping the formal school tour and focus on showcasing what makes your school stand out.

*TIP: Involve current students in the planning of this event! They can give insight to what is most important when visiting a school and can showcase their leadership skills by leading events.*

Ideas for Discover Catholic School Students:

- Have current students make a video about what they love about the school. Post it on social media and use it to connect with potential students during tours.
- Host a fair with mini-lessons and workshops; create a focused day that appeals to the interest of your prospective students such as "Music in the Classroom Day," "Future Engineers Day," or "Stepping Stones to College and Beyond Day." Putting a meaningful title onto the day – instead of a vague "open house" – you can set the tone for the event and build excitement.
- Provide T-shirts to prospective students with a saying such as "I'm a <insert your mascot here>" or another statement that is shared within your community. Steer clear of saying things

like “future” or “prospective” as an active statement means you already consider them a member of your community.

- Pair visiting students with current students who have similar interests and let your student ambassadors know to share any fun facts they discovered during the visit.

## Tuesday: Discover Catholic School Parents



Parents are called to be partners in their children’s education. Bring in experts, offer a platform for discussion and provide resources to parents that offer more than simply explaining the ins and outs of your admissions process.

*TIP: Invite current parents and prospective parents to a special event geared to their interests. This allows prospective parents a glimpse into the relationship you share with current families and it is also a great retention tool.*

Potential Themes for Discover Catholic School Parents:

- “Preparing your preschool child for elementary school (or elementary to middle, middle to high school).”
- “How to continue your student’s education at home.”
- “How to continue your student’s religious education at home.”
- “Screen time: how to thrive and survive.”
- “Your child is known: excelling in the classroom.”
- “Understanding today’s homework expectations.”
- “Students and anxiety.”
- Remember, you are providing a story that is focused on the audience, with your school serving as the guide in the discussion. While you are not solely talking about your school and brand, your mission shines through and creates a community of belonging.

## Wednesday: Discover Catholic School Educators



Catholic schools are nothing without dedicated educators and administrators. By inviting teachers who have or will teach your students, you can learn what to anticipate, and teachers can learn what expectations will be set.

*TIP: Invite teachers from feeder schools, peer schools and competitor schools to discover what happens in your community. This allows not only an opportunity for these educators to learn from your faculty and staff; it encourages interest and may attract top-notch educators to join your team.*

Ideas for Discover Catholic School Educators:

- Set up an informal networking event in the evening for fellow teachers to build their professional learning networks.
- Host a professional development event focused on educator faith formation. Collaborate with other Catholic schools in your area and rotate the location each year.
- Host a Veterans Day flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media to cover the ceremony for your local news program or newspaper. Highlight any school faculty or staff members who have served.
- Invite local veterans to share their stories with your students. Encourage them to share their experiences and wisdom. Hold this event virtually if necessary.

## Thursday: Discover Faith-Based Communities



Catholic schools are gathering places for families of all faiths. By inviting leaders of different faiths, you are opening up an opportunity for important discussion as well as building ambassadors in their communities to send children to your school.

*TIP: Ask if you can visit their faith community as well, so you can grow in your own perspective and understanding.*

Ideas for Discovering the Faith-Based Community:

- Host an interfaith celebration and prayer service that celebrates and shares the differences and similarities of faiths.
- Have current students invite religious leaders to a breakfast or lunch. By witnessing your school community firsthand, faith leaders can work with you to form the entire child in mind, body and spirit.
- Incorporate lessons on other faith denominations into the academic curriculum. Allow students to engage in conversations about the similarities and differences between other faiths and their own.

## Friday: Discover Catholic School Donors



Catholic school education is an investment. Families work hard to cover the cost of tuition because they value faith-filled and quality academic formation for their children. Many families rely on financial assistance, scholarship opportunities and development support in order to bridge the gap. Donors are essential to their success.

*TIP: Use this as a step in a multi-layered advancement strategy. Follow up with thank-you notes and track their engagement.*

Suggestions for Discovering Catholic School Donors:

- Make donors feel part of your community. People are more inclined to give when others are doing the same. By explaining how their single gift is leveraged by the support of others, people better understand the broader impact of their donation.
- Educate on the importance of philanthropic support. Many prospective donors do not understand that Catholic schools cannot thrive on tuition dollars alone. Donors need to be educated about the economic reality of the Catholic school as it relates to local and national financial constraints.

- Clearly and persuasively describe the need. In no more than three sentences, explain why your school is seeking a gift.
- Thank donors. When accepting gifts, ask donors to provide their names as they would like them published in your giving report. This is a personalized touch that shows you appreciate their contributions.
- Invite donors to a special school tour or school event. Pair them with students so that they can see the impact of their gifts directly from those who benefit from a Catholic education.

## Saturday: Discover Catholic School Alumni



Catholic school alumni are living examples of your Catholic school product. Whether students have moved on to higher education or matriculated into the workforce, a large part of their formation and readiness was established in your school.

*TIP: Although alumni may not be in the area, invite them to participate in virtual events. If they are planning to travel home for Thanksgiving, consider hosting an event the following week when they will be home to connect with them and nurture their continued relationship with your school.*

Ideas for Discovering Catholic School Alumni:

- Host an alumni versus current student sporting event such as a volleyball game or basketball game. Invite prospective students to watch!
- Ask alumni to record brief video testimonies as to what the experience in your school has done to prepare them for the next step. Use these videos at a future open house event and share on social media.
- Invite alumni to a social hour event to network and catch up.
- Invite alumni to share what they are doing now and how they believe a Catholic education made an impact in their lives. Create a newsletter for current families, include their answers in the parish bulletin, or highlight them on social media.



# Daily Themes for Celebrate Catholic Schools Week:

January 29 – February 4, 2023

## Sunday: Celebrating Your Parish



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in CSW celebration by devoting a Mass to Catholic education. Schools start the week by inviting parishioners and community members to parish-centered events and school open houses that feature outstanding academic programs, religious education and service opportunities.

Popular Ideas for Celebrating Your Parish:

- Have student council create a welcome or thank you gift for the parishioners that can be shared.
- Host a parish picnic or hospitality hour after Mass.
- Encourage student council or teachers to speak after Mass about the gift of Catholic education.
- Involve students and teachers in the liturgy when celebrating Mass by offering the readings or speaking.
- Invite families or groups of students to welcome parishioners as they arrive for the CSW Mass.
- Encourage random acts of kindness by distributing written prayers for others.

## Monday: Celebrating Your Community



A central aspect of Catholic education is learning the importance of service to others.

When students take part in service activities – both local and beyond – they demonstrate the values and faith they gain through their Catholic education and learn how to make the world a better place. When they observe how others serve the community, they gain an appreciation for how they can continue to serve others their entire lives.

*TIP: Many schools have service hours and service projects already planned for the year. Don't have time to plan something else? Find a way to incorporate what you already do into your CSW celebration, such as an assembly that shares total service hours or other real-time updates, or recognize those who have gone above and beyond the minimum requirement.*

Popular Ideas for Celebrating Your Community:

- Create service projects for each grade at appropriate levels that can be shared with the community.
- Donate educational materials for students in underserved communities.
- Host an awards assembly recognizing students and teachers who have demonstrated outstanding community service.
- Have students put together care packages to send to active duty military. If students or families in the school have active duty family members, create a package for them with personalized notes or other items.

- Write notes, make posters or decorate treat baskets to deliver to community leaders, local service organizations or local children's hospitals.
- Write notes, make posters or decorate treat baskets to deliver to neighbors and local businesses around the school. Thank them for being great neighbors!
- Host a dress-down day fundraiser, asking students to donate \$1 toward a Catholic charity or service organization to earn an out-of-uniform pass.
- Invite members of the community into the school for muffins or other appetizers, or a student-led tour or event. This is an opportunity for both community members to talk with students and students to interact with members of the community.

## Tuesday: Celebrating Your Students

Schools celebrate students during CSW by planning activities that are enjoyable and meaningful for them and that recognize their accomplishments. They encourage students to reflect on the benefits of Catholic education and how, by learning, serving and leading, they will succeed throughout their lives.

*TIP: All students contribute to your school in ways big and small. Share stories on your school's social media and/or website or create a special newsletter that recognizes current student accomplishments as well as alumni accomplishments.*

### Popular Ideas for Celebrating Your Students:

- Encourage a free dress day for the students as a reward for their hard work.
- Grant surprise extra recess or free time
- Plan whole school brain breaks or a pep rally for the students.
- Students v. Teachers sports games all can watch.
- Line school halls with student work emphasizing the themes of CSW.
- Have a door decorating contest between classrooms. Set a theme for the friendly competition, and let students invoke their creativity and work with their teachers and each other to design and create the best classroom door decorations.



- Schedule times for older students to read aloud or partner on special projects with younger students.
- Have older students dress as saints and prepare skits to teach younger children about them. Consider having saint stations for groups of younger students to move between.
- Start a pen pal program with another Catholic school.
- Let your students show off their technology skills by creating videos to help promote the school.
- Share a list of colleges and universities at which your graduates matriculate.

## Wednesday: Celebrating the Nation



On National Appreciation Day for Catholic Schools, students, families, educators and other Catholic school supporters communicate the value of Catholic education to government leaders. They share information with leaders on the significant contributions Catholic schools make to the nation and their role in preparing students to be good citizens. They pray for the nation and recognize all those who serve.

*TIP: As Catholics, we believe that parents have the right to choose the appropriate education for their children, and that they should not be limited in exercising this right due to cost of education. Learn more about how your school can get involved in the conversation about parental and school choice issues at [www.NCEA.org/publicpolicy](http://www.NCEA.org/publicpolicy).*

### Popular Ideas for Celebrating the Nation:

- Share school news and events on social media platforms.
- Submit an article to diocesan and other local newspapers highlighting CSW events.
- Use Catholic school infographics (found in the Tools and Templates section) to share information about Catholic education.
- Invite local leaders to your school to share how their Catholic education prepared them for life.
- Host a flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media



to cover the ceremony for your local news program or newspaper.

- Write letters to local government officials to encourage them to issue proclamations in honor of CSW.

## Thursday: Celebrating Vocations



By focusing on the themes of learning, serving and leading, Catholic schools prepare children to succeed by using their God-given talents to the fullest throughout their lives. CSW offers an opportunity for students to explore the many life paths that enable them to use their talents well in the service of God and others.

*TIP: Teach students what a vocation is and how it relates to your school. This is a great opportunity to publicly educate others on and reaffirm your school's founding charism or tradition by sharing a brief history at an assembly or special event.*

### Popular Ideas for Celebrating Vocations:

- Write letters of thanks to the priests, deacons, sisters and brothers (both past and present!) involved in your local schools and parishes.
- Invite your local priests to come concelebrate your school Mass.
- Host a "career day" where local professionals – both religious and non-religious – can share how their faith guides them in their work.
- Host a vocations awareness panel. Invite a priest, seminarian, brother, nun, married couple and single person to talk to students about their vocations and how they live out their faith through the vocation they have been called to.
- Encourage interviews of pastors, priests, sisters, brothers and deacons for the school newspaper or parish bulletin – focusing particularly on the topic of "discerning the call."
- Pray a novena to honor the patron saint of your school.

## Friday: Celebrating Faculty, Staff and Volunteers



Teachers are the backbone of Catholic schools. On this day, schools honor teachers as well as administrators and staff who support the school in its important work, and thank the many volunteers who provide service.

*TIP: Recognize an outstanding teacher by awarding him or her with the opportunity to attend a professional development event or conference such as the annual NCEA Convention & Expo. If the funds are not already allocated in the school budget, encourage parents, friends and alumni to contribute toward the cost of registration and accommodations. Look into acquiring Title II funding. The attendance of one teacher can have a great impact on the entire school, as they will return with ideas and reenergized motivation to share with the entire community.*

### Popular Ideas for Celebrating Faculty, Staff and Volunteers:

- Have each student bring one flower to class and student council can create bouquets for the teachers and staff.
- Hang a sign on each classroom door to recognize each teacher personally.
- Host a breakfast or offer a travelling "coffee cart" for teachers and administrators.
- Hold an assembly to recognize teachers and volunteers for their dedication and hard work.
- Invite parents and community members to your school to teach students practical life skills.
- Host a fun teacher versus student trivia contest.
- Invite parents to lead a creative project activity where each student can make something for their teacher or a staff member, or for their favorite teacher/staff member. Allow this to be a project for students to create something that reminds them of their teacher or staff member.

## Saturday: Celebrating Families



Parents, guardians and other family members play a vital role in Catholic education. Not only do they choose to send their children to Catholic schools, they instill values and expectations for academic excellence in their children at home. We acknowledge the role of families as partners in Catholic education and celebrate their contributions to the success of our schools on the last day of CSW and all year long.

*TIP: Many schools often seek tips on how to get parents involved in their school life. Families often want to be more involved, they just don't know how. The answer is simple: schools should provide clearly articulated, meaningful and impactful tasks. Be specific and share the results of their efforts. Let the success of your Catholic school be owned and shared amongst everyone!*

### Popular Ideas for Celebrating Families:

- Create a Thank You card from the school to send to parents for their devotion to Catholic education.
- Celebrate academic excellence by hosting classroom visits for families and friends.
- Organize a family picnic or potluck.
- Create a large-scale family tree celebrating all the families in the school. Make a spiritual tree of baptisms, marriages and ordinations – including the name of the parishes where family members took these sacraments.
- Create a bulletin board or other display that highlights each family in the school. Include pictures, quotes or testimonies from each family or student.
- Host a family welcome night for families new to the parish to meet members of the school community.





**Catholic Schools**  
**Faith. Excellence. Service.**

**Discover Catholic  
Schools Week**

**November 13 – 19, 2022**

**Celebrate Catholic  
Schools Week**

**January 29 – February 4, 2023**

**National Catholic Educational Association**

**[NCEA.org/catholicschoolsweek](https://NCEA.org/catholicschoolsweek)**

**#CSW23**

# DCSW Liturgy Planning Guide

**Use this guide to plan your liturgies for Discover Catholic Schools Week 2022.** Use the opening Sunday liturgy notes to welcome parish members and school families to the DCSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the prewritten reflections and prayer intentions, listed scripture readings and suggested songs. Have a hymnal or song book on hand to sing suggested hymns and a computer or phone to play recordings of songs not found in a hymnal.

## Opening Sunday Liturgy

**Sunday, November 13, 2022**

Thirty-Third Sunday in Ordinary Time

### First Reading: Malachi 3:19-20A

Lo, the day is coming, blazing like an oven, when all the proud and all evildoers will be stubble, and the day that is coming will set them on fire, leaving them neither root nor branch, says the LORD of hosts.

But for you who fear my name, there will arise the sun of justice with its healing rays

### Responsorial Psalm: Psalms 98:5-6, 7-8, 9

The Lord comes to rule the earth with justice.

### Second Reading: 2 Thessalonians 3:7-12

Brothers and sisters:

You know how one must imitate us. For we did not act in a disorderly way among you.

### Gospel: Luke 21:5-19

While some people were speaking about how the temple was adorned with costly stones and votive offerings, Jesus said, "All that you see here, the days will come when there will not be left a stone upon another stone that will not be thrown down."

### Homily Notes

As we stand at the beginning of Discover Catholic

Schools Week, let us draw attention to the purpose of this week. During Celebrate Catholic Schools Week, we celebrate our Catholic schools and everyone who plays a part in their success. During Discover Catholic Schools Week, we offer the opportunity to prospective parents and students, community and parish members to discover the power of a Catholic education and the impact Catholic schools have on the lives of students and families, as well as on the communities in which they live and serve. This week, share the ways in which your school shares the gift of faith with your students. Emphasize the ways in which you prepare your students not only for their futures in this world, but also for the coming of the Lord and their acceptance into heaven.

### Universal Prayer

*We lay our prayers before the Lord, who gives us strength, wisdom and courage.*

We pray for our church leaders, that they are strengthened in their mission to guide us in bringing the salvation of Jesus to all. We pray to the Lord.

We pray for our world leaders, that their focus may always be on achieving justice for those they serve. We pray to the Lord.

We pray for our school leaders, that they remain courageous in their work to offer students everywhere the gift of a Catholic education. We pray to the Lord.

We pray for those in our communities that we strive to share the mission of Catholic schools with this Discover Catholic Schools Week, that they be receptive to our message and see the mission of Christ lived out in us. We pray to the Lord.

(Add prayers that are specific to your community)

### Suggested Music

- I Want to Walk as a Child of the Light
- All Are Welcome
- For You Are My God
- Gather Us In
- In the Day of the Lord



## Weekday Prayer Services

**Monday, November 14, 2022**

**A Model for Prayer**

### Welcome

This beautiful story of the healing of this blind man, named Bartimaeus in the Gospel of Mark, sets for us a model of how we must come to Jesus in prayer. Bartimaeus and his encounter with Christ is an icon upon which we must meditate so as to imitate him in his weakness, openness, confidence and perseverance.

**Song: Open the Eyes of My Heart: Chris Duffley**

([https://www.youtube.com/watch?v=-F\\_W\\_zl61bl](https://www.youtube.com/watch?v=-F_W_zl61bl))

### Scripture Reading: Luke 18:35-43

As Jesus approached Jericho a blind man was sitting by the roadside begging, and hearing a crowd going by, he inquired what was happening. They told him, "Jesus of Nazareth is passing by." He shouted, "Jesus, Son of David, have pity on me!" The people walking in front rebuked him, telling him to be silent, but he kept calling out all the more, "Son of David, have pity on me!"

### Reflection

In this state of humility, just as it happened in this Gospel story, you can be certain that "Jesus of Nazareth is passing by." So as you sit in your humble and needy state, wait and be attentive to Jesus passing by. Wait upon His gentle voice, His quiet inspiration, His calming and unmistakable presence.

How can your eyes become more open to Jesus Lord and your spirit become calm when at school?

### Universal Prayer

*We call out to Jesus with our prayers, for we know he will answer with mercy.*

For the students of our school, that they gain wisdom from their teachers, faith from their leaders, and virtue from their interactions with each other. We pray to the Lord.

For the wisdom to understand the teachings of Jesus and the Church. We pray to the Lord.

For the strength to follow God's commandments to the best of our ability. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

**Tuesday, November 15, 2022**

**The Desire of the Heart**

### Welcome

Once again, our Lord reaches out to someone who comes to Him in humility and need. Zacchaeus was a wealthy man, materially speaking. But interiorly he was poor and in need. And it was this spiritual poverty he was experiencing that led him to seek out Jesus with much determination.

**Song: We Believe by: Newsboys**

(<https://www.youtube.com/watch?v=WjZ01FcK0yk>)

### Scripture Reading: Luke 19:1-10

At that time Jesus came to Jericho and intended to pass through the town. Now a man there named Zacchaeus, who was a chief tax collector and also a wealthy man, was seeking to see who Jesus was; but he could not see him because of the crowd, for he was short in stature. So he ran ahead and climbed a sycamore tree in order to see Jesus, who was about to pass that way.

### Reflection

Reflect, today, upon the fact that you and you alone have the ability to draw Jesus to yourself. You can do this by looking at your need for Him. Do not hide it. Climb the figurative tree by which you will be able to look for Jesus and, more importantly, by which Jesus can see your manifest desire for Him. As you express your need for Him, know that He will be compelled, by His unshakable love and mercy, to come to you and to stay with you in the house of your soul. And when He does, be ready and willing to abandon all that has been a hindrance to your meeting with Christ in the past.

Why do you think having a relationship with God makes us happy?

### Universal Prayer

*We bring our prayers before Jesus, our guide in the service of others.*

For those who have not heard the saving words of Jesus, that they may hear his words of salvation and choose to live by them. We pray to the Lord.

For those who live their lives in the service of others, that they may be strengthened by the words and actions of Jesus, our perfect guide in all acts of charity. We pray to the Lord.

For our parents, that they set an example for us in faith, hope and charity. We pray to the Lord.

For us, that we open our hearts to the call of Jesus and accept him into our daily lives. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

Wednesday, November 16, 2022

### Welcome

There are three categories of people in this parable. The first includes those who received a gold coin and followed the master's request to "engage in trade" until he returned. The second has those who received the same command but were lazy and failed to produce any good fruit from that which our Lord has given them. And the third includes those who "despise" our Lord and do not want Him as their King.

**Song: Psalm 23 by: Holly Starr**

(<https://www.youtube.com/watch?v=gO3dxZ46WkQ>)

**Scripture Reading: Luke 19:11-28**

A nobleman went off to a distant country to obtain the kingship for himself and then to return. He called ten of his servants and gave them ten gold coins and told them, 'Engage in trade with these until I return.' His fellow citizens, however, despised him and sent a delegation after him to announce, 'We do not want this man to be our king.'

### Reflection

Reflect, today, upon which category of people your life most fully resembles. Most likely it is one of the first two. Do you have great zeal for God's Kingdom? Are you willing to do all that you can to help build His Kingdom? Are you willing to do so even at the cost of great personal sacrifice? If so, then rejoice and know that an abundant reward awaits. But if you are one who struggles with fear, specifically, if

you struggle with a fear to evangelize, to share the Gospel and to live your faith openly with humility and love, then spend more time with this parable and the fate of that one servant who hid the coin in the handkerchief. Engage in the apostolate. Commit yourself to the furtherance of God's Kingdom. Dispel all fear and know that you will never regret putting your whole heart and soul into the service of God and the building of His Kingdom.

How do you remind yourself that trust in God is what will get you through the tough times?

### Universal Prayer

*Let us bring our prayers to our ever-living and unchanging God.*

For the virtue of gratitude, that we may all see the blessings God has given us. We pray to the Lord.

For our teachers and all those who work tirelessly to bring about the success of our Catholic schools, that they be strengthened in their mission and persevere through the challenges before them. We pray to the Lord.

For all those with no one to pray for them today, that their needs be brought before our merciful God. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

**Song: Your Grace Is Enough by: Matt Maher**

(<https://www.youtube.com/watch?v=Kvw6SkZ4cGI>)





**Thursday, November 17, 2022**

Holy Sorrow

### Welcome

As Jesus approached the city of Jerusalem, so as to enter the Temple one last time to offer His life as the definitive Sacrificial Lamb for the salvation of the world, Jesus knew that many within this holy city would not accept His saving sacrifice. He knew that many within that city would become the instruments of His pending death and would have no remorse for killing the Savior of the World. And though this one point can easily be missed, it should be emphasised that Jesus' reaction was not fear, it was not anger, it was not disgust. Rather, His reaction was holy sorrow. He wept over the city and its inhabitants despite what many of them would soon do to Him.

### Song: Loving and Forgiving

#### Scripture Reading: Luke 19:41-44

For the days are coming upon you when your enemies will raise a palisade against you; they will encircle you and hem you in on all sides. They will smash you to the ground and your children within you, and they will not leave one stone upon another within you because you did not recognize the time of your visitation.

### Reflection

Peace and contentment are two blessings that we desire in life and when we lack them we are greatly disturbed. Jesus, too, was disturbed and wept at the future destruction of his beloved Jerusalem. He offers us a peace that the world cannot give and can only be found in friendship with him.

### Universal Prayer

*We lay our prayers before the Lord, who continually extends his mercy upon us.*

For our parish family, that we support each other in the faith and work together to bring God's kingdom to earth. We pray to the Lord.  
That God opens our eyes and allows us to become aware of the ways he reveals himself to us in our daily lives. We pray to the Lord.  
For those struggling in their faith, that God provides the answers to their questions and calls them back to his loving arms. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

#### Song: Fighting for Me by: Riley Clemmons

(<https://www.youtube.com/watch?v=rR3DsGJ5QVQ>)



**Friday, November 18, 2022**  
Consoled by Fervent Preaching

**Welcome**

The Gospel is always consoling, and, for those who are open, it leads them to hang on every word that is spoken. It refreshes and invigorates, clarifies and motivates. Usually when we think of the Gospel, we think of words that are gentle and inviting—words of mercy to the sinner and compassion for those who are struggling. But sometimes the pure Gospel message from our Lord fiercely attacks sin and evil. And though this may be shocking to the evil doers, to those with pure faith, these words also refresh and strengthen.

**Song: Restless by: Audrey Assad**  
(<https://www.youtube.com/watch?v=nNWOC4qJeZA>)

**Scripture Reading: Luke 19:45-48**  
And every day he was teaching in the temple area. The chief priests, the scribes, and the leaders of the people, meanwhile, were seeking to put him to death, but they could find no way to accomplish their purpose because all the people were hanging on his words.

**Reflection**  
Reflect, today, upon the Gospel messages that need to be preached in our day and age that are both inspired by God and are also fervently directed at corruption within the world and even within our Church. Allow yourself to support such holy preaching and to be inspired by it. Hang on these holy words of God's prophets today. As you do, God will protect them and inspire them to continue His holy mission of purification.

How can you prevent yourself from being distracted from your faith?

**Universal Prayer**  
*We pray to God our Father, who guides us through this life to the next.*

For those who support our schools with their monetary gifts, that they be blessed for their sacrifice. We pray to the Lord.  
For the souls in purgatory, that they are soon accepted into the heavenly paradise that awaits us all. We pray to the Lord.  
For the strength to resist the temptations of this world, that we always stay focused on God and our heavenly goal. We pray to the Lord.

(Add prayers that are specific to your community)

**Lord's Prayer**

**Song: Enter the Journey**

**Saturday, November 19, 2022**  
Preparing for Eternity

**Welcome**

This teaching gives us reason to ponder further the beautiful teaching of our Lord about His return in glory and, as we say in the Creed, "the resurrection of the dead and the life of the world to come." We profess this belief every Sunday at Mass. But for many, it can be hard to understand. So what do we actually believe?

**Song: Your Love Is Strong by: Jon Foreman**  
(<https://www.youtube.com/watch?v=G-g4uwQlXKw>)

**Scripture Reading: Luke 20:27-40**  
That the dead will rise even Moses made known in the passage about the bush, when he called 'Lord' the God of Abraham, the God of Isaac, and the God of Jacob; and he is not God of the dead, but of the living, for to him all are alive.

**Reflection**  
Reflect, today, upon this glorious teaching of our Lord that you profess faith in every time you pray the Creed. Keeping your eyes on Heaven and, especially, on the final and glorious resurrected state in which you will live in the new Heaven and Earth must become your daily practice. The more we live with this holy expectation, the more we will live here and now as a time of preparation for this final existence. Build treasure now in anticipation of this glorious day and believe that it is the eternity to which you are called.

How do the words of the Creed help us prepare for everlasting life?

**Universal Prayer**  
*Let us pray in communion with all the saints in heaven and on earth.*

For our Catholic school alumni, that they use their Catholic education to do the work of God and stay true to the faith they have been taught.  
We pray to the Lord.  
In thanksgiving for all the blessings God has bestowed upon us. We pray to the Lord.  
For the patience to reach out to all we meet with mercy, just as Jesus does. We pray to the Lord.

(Add prayers that are specific to your community)

**The Apostle's Creed**

**Song: Sing a New Song**



# CSW Liturgy Planning Guide

**Use this guide to plan your liturgies for Celebrate Catholic Schools Week 2023.** Use the opening Sunday liturgy notes to welcome parish members and school families to the CSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the prewritten reflections and prayer intentions, listed scripture readings and suggested songs. Have a hymnal or song book on hand to sing suggested hymns and a computer or phone to play recordings of songs not found in a hymnal.

## Opening Sunday Liturgy

**Sunday January 29, 2023**  
Fourth Sunday in Ordinary Time  
The Beatitudes Explained

### **First Reading: Zephaniah 2:3; 3:12-13**

Seek the LORD, all you humble of the earth, who have observed his law; seek justice, seek humility; perhaps you may be sheltered on the day of the LORD's anger.

### **Responsorial Psalm: Psalms 146:6-7, 8-9, 9-10**

Blessed are the poor in spirit; the kingdom of heaven is theirs!

### **Second Reading: 1 Corinthians 1:26-31, 26**

Consider your own calling, brothers and sisters. Not many of you were wise by human standards, not many were powerful, not many were of noble birth.

### **Gospel: Matthew 5:1-12A**

When Jesus saw the crowds, he went up the mountain, and after he had sat down, his disciples came to him.

### **Homily Notes**

**Faith:** Our schools are rooted in faith. The most important aspect of our schools is their ability to share the mission of Jesus and the Catholic

faith with our students. Our faith holds us together and stands at the forefront of our schools. Lord, help us to become worthy servants of your mission and raise up children strong in the faith.

### **Excellence:** Our schools are rooted in excellence.

Everything that we do is in service of our students and creating an environment in which they can learn and thrive. We strive to be the best that we can be for our students and support them in all their endeavors. Lord, in your perfect nature, show us how to strive for excellence for our students.

**Service:** Our schools are rooted in service. Our teachers and educators serve our students and parents, and we teach our children to live in service of others. We become role models for our students who will grow up rooted in the pillar of service. Lord, lead us in serving our students and showing them how to serve others with their lives.

### **Universal Prayer**

*We bring our prayers to our heavenly Father, the rock of our salvation.*

That God reveals the plan he has for each of our lives and sends his Holy Spirit to guide us on our journeys. We pray to the Lord.

For unity among Christianity and all churches. We pray to the Lord.

For the students, families, faculty, staff and friends of Catholic schools, that they work towards evangelization in addition to education that will build the Kingdom of God. We pray to the Lord.

For our church and world leaders, that they embody the values of servant leadership. We pray to the Lord.

That our church and school may be places of safety and comfort for all. We pray to the Lord.

(Add prayers that are specific to your community)

### Suggested Music

- How Can I Keep From Singing
- Here I Am, Lord
- The Supper of the Lord
- Go Make a Difference
- You Are Called

## Weekday Prayer Services

**Monday, January 30, 2023**

### Welcome

Today we celebrate the communities in which we live. As our world today seeks to destroy our Church and schools, we must work together with our parish and town communities to preserve our organizations and our faith. With the guidance of God and the support of one another, we can work to save our schools and students.

### Song: They'll Know We Are Christians

### Scripture Reading: Hebrews 11:32-40

### Reflection

Reflect, today, upon the power and glory of God. He desires to do great things and to bring total transformation to your life. He desires to cast out the evil one lurking within our world, bringing instead His mercy and peace. As you reflect upon God's power, allow yourself to more clearly understand Him. If you understand Him, you will be more fully ready to rejoice in His good works.

### Universal Prayer

*We bring our prayer before Jesus, our perfect healer.*

That we may spread the good news with excitement and zeal, just as those who were healed by the power of Jesus during his ministry. We pray to the Lord.

For our holy father, Pope Francis, our bishops, priests, and all those who shepherd God's church. We pray to the Lord.

For those in our community who battle physical and mental health struggles. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

### Song: Sing Out, Earth and Skies

**Tuesday, January 31, 2023**

### Welcome

In today's Gospel reading, how would the woman have known that she would be healed? What was it that led her to believe this with such clarity and conviction? Why, after spending twelve years working with every doctor she could come by would she suddenly realize that all she needed to do is to touch Jesus' clothes in order to be healed? The answer is simple. Because she was given the gift of faith.

### Song: Be Thou My Vision

### Scripture Reading: Mark 5:21-43

### Reflection

Reflect, today, upon the interior conviction of faith that this woman from the Gospel reading had. She knew God would heal her because she allowed herself to hear Him speak. Reflect upon your own interior attentiveness to the voice of God and try to be open to the same depth of faith witnessed by this holy woman.

How can you serve God today?

### Universal Prayer

*We bring our prayers to Jesus, our good and gracious savior.*

For Catholic school students everywhere, that they gain the wisdom and strength to use all that they've learned to do the work of God. We pray to the Lord.

That we all present our lives to the Lord and give ourselves up in service of his work. We pray to the Lord.

For understanding, that we may all realize the great gift of the suffering and death of Jesus in achieving salvation for all. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

### Song: What a Beautiful Name by: Hillsong

**Worship** (<https://www.youtube.com/watch?v=nQWFzMvCfLE>)

Wednesday, February 1, 2023

### Welcome

In today's Gospel reading, Jesus was rejected in His hometown of Nazareth. He sent forth the Twelve Apostles to preach the gospel. John the Baptist was killed by order of Herod Antipas. Jesus miraculously fed a multitude of more than five thousand people, walked on water, calmed a storm, and healed the sick.

### Song: Be Thou My Vision

(<https://www.youtube.com/watch?v=ihJAJA4ibEs>)

### Scripture Readings: Hebrews 12:4-7, 11-15

### Reflection

The reading calls upon believers to restructure their lives around God and the ongoing purposes of Him. This helps us focus on the preparation necessary for running the race of Christian life. Think about the last time you felt pressure to do something you knew was wrong.

How can you serve God today?

### Universal Prayer

*Let us bring our prayers to our loving heavenly Father.*

For our nation, that we may all join together to achieve unity and equality for all. We pray to the Lord.

For our nation's leaders, that they continually strive for justice and work tirelessly to maintain the ideals we fought for. We pray to the Lord.

For faith, that we may see the church through the eyes of children. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

### Song: What a Beautiful Name by: Hillsong

**Worship** (<https://www.youtube.com/watch?v=nQWFzMvCfLE>)

Thursday, February 2, 2023

### Welcome

Today the Catholic Church celebrates the Presentation of the Lord. On this day, Jesus was brought to the temple by his parents and consecrated to the service of God to fulfill the words of the angel Gabriel at the Annunciation. Lord, show me how to live my life in service to you. Show me how I can present myself to you, just as Jesus did.

### Song: Be Thou My Vision

(<https://www.youtube.com/watch?v=ihJAJA4ibEs>)

### Scripture Reading: Malachi 3:1-4, Hebrews 12:4-7, 11-15

### Reflection

Our second reading for today sheds light on why Jesus chose to become human. In order to completely save us from our sin, Jesus had to partake in the sufferings and temptations of being fully human. Although he was also fully divine, Jesus experienced the same humanity that we do today. So, the next time you are struggling with something, bring your struggles to Jesus. He knows what you are going through, and is there to be your heavenly support.

How can you serve God today?

### Universal Prayer

*Let us bring our prayers to the Father, confident that he will hear and answer us.*

For our priests and other church leaders who continue the work of Jesus, that they be strengthened in their mission. We pray to the Lord.

That all young people have access to an education so that they can reach their full potential. We pray to the Lord.

That we may all hear the call of God and have the courage to accept our vocations. We pray to the Lord.

(Add prayers that are specific to your community)

### Lord's Prayer

### Song: Go Make Of All Disciples

**Friday, February 3, 2023**

**Saint John the Baptist**

**Welcome**

John the Baptist always spoke the truth about the Kingdom of God and how people should live in order to inherit it. He never shied away from confronting someone who went against the Will of God. This is what put him into trouble with Herodias.

**Song: Be Not Afraid**

**Scripture Reading: Mark 6:14-29**

**Reflection**

Saint John the Baptist met his untimely death because of a long-held grudge. But he met his death doing the right thing which was to defend the Will of God. How we wish all of us would meet our death defending the Word of God and the Kingdom of Heaven, just like John the Baptist and all the other martyrs.

How can you face your challenges with joy?

**Universal Prayer**

*We pray to Jesus, who gives us courage to endure all tribulations.*

For all members of our global community who work for justice and peace. We pray to the Lord.

For our teachers, that they be guided by the perfect example of Jesus to share their wisdom and become loving role models in service of their students. We pray to the Lord.

For all those facing oppression and injustice. We pray to the Lord.

(Add prayers that are specific to your community)

**Lord's Prayer**

**Song: God Is by: Holy Starr**

(<https://www.youtube.com/watch?v=xD2hI9q3ROM>)

**Saturday, February 4, 2023**

**Welcome**

Jesus feels pity on the people when he sees them troubled in their bodies, hearts and minds. Many people were ailing from different diseases and others were possessed by demons.

Just take a picture in today's world of a very dusty place with poor infrastructure and sanitation, where people are begging for food on the streets and others are lying on the ground. This is the kind of scenario that Jesus encountered at that time.

**Song: Holy Spirit by: Francesca Battistelli**

(<https://www.youtube.com/watch?v=UvBBC7-PSHo>)

**Scripture Reading: Mark 6:30-34**

**Reflection**

Jesus cares about us and invites us to come away and rest a while. We will be helped if we can go to a 'deserted place' occasionally to allow our souls to catch up. Otherwise, as T. S. Eliot says, "I have the experience of God's action in my life, but miss its meaning because I don't give time to reflection."

How do we make time to reflect on God's love?

**Universal Prayer**

*Let us bring our prayers to the Son of God, our shepherd.*

For all those who have suffered persecution for the faith, that they are welcomed into heaven with open arms when their time comes. We pray to the Lord.

For all families of Catholic School students, that they support the mission of Catholic education and grow in their faith through their experiences in the schools. We pray to the Lord.

That we may all follow the example of the saints who have gone before us. We pray to the Lord.

(Add prayers that are specific to your community)

**Lord's Prayer**

**Song: Be Still by: The Fray**

(<https://www.youtube.com/watch?v=tlbw4k4taXI>)

# Welcoming Families of All Cultures

Catholic schools serve students from a variety of cultural and ethnic backgrounds. In addition to welcoming students of all cultures, Catholic schools can celebrate and learn from the various cultural traditions all groups bring to the community of faith. Here are some suggested tips to welcome families of all cultures into school liturgies:

- Include a flag procession at the start of Mass, during which time students carry flags or banners representing their heritage. Place the banners behind the altar.
- Incorporate hymns and readings in different languages. Invite students, teachers and families to offer the reading in languages other than English. Include an English version in the program or on a projected screen.
- Offer Prayers of the Faithful in multiple languages. Some schools offer several

prayers, each in a different language, other schools offer the same prayers in English as well as a second language such as Spanish.

- Offer special liturgies on the feast days of patron and other important saints of various cultures.
- Learn about customs and traditions such as Los Matachines, a traditional religious dance to honor Our Lady of Guadalupe and find ways to host the tradition into a school community event.
- Invite priests from different parishes to serve as celebrants at various celebrations (or Masses) throughout the year and ask them to speak about the cultural aspect of their parish communities.
- Encourage families to attend school liturgies and offer refreshments after Masses to foster relationships.





# Welcoming Families of All Faiths



Catholic schools are faith communities. While Catholic schools, as an extension of the Church, emphasize Catholic teachings, virtues and traditions, we also value diversity and respect for those of all faiths. Here are some suggested tips to welcome families of all faiths into school liturgies:

- Because all students attend and experience prayer, Mass and religious classes, Catholic schools should also educate students on the meaning of each aspect of the school liturgy and explain why it is important to the Catholic faith. Explain how students of other faiths can participate respectfully, such as crossing their arms for a blessing instead of receiving Communion.
- Let non-Catholic parents know when you will be having a school liturgy and encourage them to participate as guests. If the liturgy surrounds a specific holy day or saint feast day, tell them so they may continue the conversation at home to compare or contrast their religious differences.
- Emphasize how the liturgy is more than a Catholic religious practice; that it focuses on deepening personal relationships with Jesus Christ and helps develop a greater understanding between Christian churches.
- Encourage questions and facilitate dialogue. Offer a discussion group time after Liturgy for non-Catholic students to learn more about the Catholic faith traditions.
- Invite faith leaders from the community to celebrate an interfaith celebration annually. Have students invite their religious leaders to a breakfast to connect the Catholic school community with their faith community.



# A List of Holy Days/ Feast Days 2022-2023



## September 2022

### Month of Our Lady of Sorrows

- 3 Gregory the Great
- 5 Teresa of Calcutta
- 5 Labor Day
- 8 Nativity of the Blessed Virgin Mary
- 9 Peter Claver
- 11 Patriot Day (Anniversary of Terrorist Attacks on America)
- 13 John Chrysostom
- 14 The Exaltation of the Holy Cross
- 17 Robert Bellarmine
- 18 Catechetical Sunday
- 21 Matthew the Apostle
- 25-27 Rosh Hashanah
- 29 Michael, Gabriel and Raphael, Archangels
- 30 Jerome

## October 2022

### Month of the Holy Rosary

- 1 Therese of Lisieux  
Feast of the Guardian Angels
- 3 Mother Theodore Guerin
- 4-5 Yom Kippur
- 4 Francis of Assisi
- 5 Bl. Francis Xavier Seelos
- 6 Bl. Marie Rose Durocher
- 10 Columbus/Indigenous Peoples' Day
- 11 John XXIII
- 15 Teresa of Avila
- 17 Ignatius of Antioch
- 19 Feast of the Jesuit Martyrs of North America
- 22 John Paul II
- 23 World Mission Sunday
- 28 Simon and Jude, Apostles

## November 2022

### Month of the Souls in Purgatory

- 1 All Saints Day
- 2 All Souls Day
- 3 St. Martin de Porres
- 10 Leo the Great
- 11 Veterans Day
- 13 Frances Xavier Cabrini
- 13-19 Discover Catholic Schools Week
- 15 Albert the Great
- 18 Rose Philippine Duchesne
- 20 Feast of Christ the King
- 21 Presentation of the Blessed Virgin Mary
- 23 Clement of Rome  
Bl. Miguel Agustin Pro

- 24 Thanksgiving Day
- 27 Advent Begins
- 30 St. Andrew the Apostle

## December 2022

### Month of the Immaculate Conception

- 4 John Damascene
- 7 Ambrose
- 8 Feast of the Immaculate Conception of the Blessed Virgin Mary
- 12 Our Lady of Guadalupe
- 13 Lucy
- 14 John of the Cross
- 18 First night of Channukah
- 21 Peter Canisius
- 25 Nativity of the Lord
- 26 Stephen, First Martyr  
Last night of Channukah
- 27 John the Apostle
- 30 Feast of the Holy Family
- 31 New Year's Eve

## January 2023

### Month of the Holy Name of Jesus

- 1 Solemnity of Mary, Mother of God  
World Day of Peace  
New Year's Day
- 2 Basil the Great and Gregory Nazianzen
- 4 Elizabeth Ann Seton
- 5 John Neumann
- 6 Epiphany of the Lord  
Andre Bessette
- 9 Baptism of the Lord
- 13 Hilary
- 17 St. Anthony the Great of Thebes
- 18-25 Week of Prayer for Christian Unity
- 18 Martin Luther King, Jr. Day
- 22 Day of Prayer for the Legal Protection of Unborn Children
- 23 Marianne Cope
- 25 Feast of the Conversion of St. Paul
- 27 Holocaust Remembrance Day (Yom Hashoah)
- 28 Thomas Aquinas
- 29-2/4 National Catholic Schools Week
- 31 John Bosco

## February 2023

### Month of the Holy Family

- 2 Presentation of Our Lord
- 3 Blaise
- 8 St. Josephine Bakhita
- 12 St. Victoria
- 14 Cyril and Methodius
- 21 Presidents Day (Washington's Birthday)
- 21 Mardi Gras - Shrove Tuesday
- 21 Peter Damian
- 22 Ash Wednesday
- 22 Feast of the Chair of St. Peter
- 23 Polycarp

## March 2023

### Month of Saint Joseph

- 3 Katharine Drexel
- 7 Perpetua and Felicity
- 8 John of God
- 17 Patrick
- 18 Cyril of Jerusalem
- 19 Joseph
- 25 Feast of the Annunciation

## April 2023

### Month of the Blessed Sacrament and the Holy Spirit

- 2 Palm Sunday
- 4 St. Benedict the Moor
- 5 Beginning of Passover
- 6 Holy Thursday
- 7 Good Friday
- 8 Holy Saturday
- 9 Easter Sunday
- 11-13 NCEA Convention
- 16-22 National Volunteer Week
- 21 Anselm
- 25 Mark
- 28 Louis Grignion de Montfort
- 29 Catherine of Siena
- 30 Pius V

## May 2023

### Month of the Virgin Mary

- 1 Joseph the Worker
- 2 Athanasius
- 3 Philip and James, Apostles
- 4 National Day of Prayer
- 10 Damien de Veuster
- 13 Our Lady of Fatima
- 14 Mother's Day
- 14 Matthias, Apostle
- 15 Isidore
- 18 Ascension
- 21 Bede the Venerable  
Santo Toribio Romo Gonzalez

- 28 Pentecost Sunday
- 31 Memorial Day

## June 2023

### Month of the Sacred Heart

- 2 National Donut Day
- 8 Corpus Christi
- 9 Ephrem  
Barnabas
- 12 Trinity Sunday
- 13 Anthony of Padua
- 14 Flag Day
- 14 Juneteenth
- 17 St. Bessarion (Bessarian)
- 18 Father's Day
- 22 John Fisher and Thomas More
- 23 The Most Sacred Heart of Jesus
- 24 Nativity of St. John the Baptist
- 27 Cyril of Alexandria
- 28 Irenaeus
- 29 Peter and Paul, Apostles
- 30 Feast of the Early Martyrs of Rome

## July 2023

### Month of the Precious Blood

- 1 Junipero Serra
- 3 Thomas the Apostle
- 4 Independence Day  
San Charbel
- 13 Saint Teresa of Los Andes
- 14 Kateri Tekakwitha
- 15 Bonaventure
- 21 Lawrence of Brindisi
- 22 Mary Magdalene
- 25 Santiago Apostol (St. James the Apostle)
- 30 Peter Chrysologus

## August 2023

### Month of the Immaculate Heart of Mary

- 1 Alphonsus Liguori
- 4 John Vianney
- 6 Feast of the Transfiguration
- 8 Dominic
- 14 Maximillian Kolbe
- 15 Feast of the Assumption of the Blessed Virgin Mary
- 20 Bernard
- 21 Pius X
- 23 Rose of Lima
- 24 Bartholomew the Apostle
- 27 St. Monica
- 28 Augustine of Hippo  
St. Moses, The Black

# How To: Virtual Events



## Tips for Virtual Events:

- Many events can be streamed from a phone. There is often no need to buy a special camera or other equipment if you have access to a high-quality phone. But, be sure to hold the phone steady or buy a tripod to set the phone in to ensure that you are streaming quality video.
- Before the event, test your equipment and internet connection. If possible, have a test event with a few trusted parents or staff members to ensure that your video streams clearly, your microphone is clear and free of background noise, and you are comfortable using the streaming platform.
- Remind participants of the event more often if it is virtual than if it is in-person. When events are held virtually, it is easier to forget about an event or prioritize something else over it. Send initial emails and social media posts about a week in advance, and reminder emails and posts 1-2 times leading up to the event.
- In addition to making the event link available to participants, livestream the event on your social media pages. YouTube, Facebook, Instagram, LinkedIn and Twitter all have the capability for live video streaming. Choose to livestream on the platform(s) that those you hope to reach are active on.
- Attention spans are shorter for virtual events. Do your best to keep participants engaged, but also consider shortening events when they are hosted online.
- Brainstorm ways to keep participants engaged throughout the event. Some ideas

include asking interactive questions, taking breaks, playing short games, breaking into small groups in breakout rooms, facilitating conversations in the chat box, etc.

- Set up the event so the host can mute participants if necessary. Some participants struggle to know how to mute themselves or don't realize when they have a lot of background noise.
- If you are hosting an event with responses or multiple people talking at a time such as a rosary or sing along, consider being sure that every participant is muted. Although only the leader will be heard, it will prevent overwhelming the sound on all participants' computers and the lag that is inevitable.
- If you are holding Q&A sessions or discussions in breakout rooms, be sure to provide or designate someone to moderate the conversation. Periods of awkward silence and participants talking over each other is easier to control if someone is clearly leading the conversation.

## Tips for Virtual Tours:

- Organize the virtual tour the same way you would one in person. Showcase the same aspects of your school and show the classrooms and resources that parents most often ask about. Save time for a Q&A session for parents to ask about the things they want further information on.
- If you are able, host virtual tours for small groups of prospective parents. Group parents based on the ages of their children and emphasize the programs and opportunities



available for their children specifically. Walk through the building to show and talk through what a day would look like for their child at your school.

- Follow up with participants to see if they have any further questions after the event by reaching out to them with a friendly email or phone call. Create a personal connection with them just as you would have if they came in person. Invite them to come and visit your school in person when they are able.
- Show videos of students from past years. Emphasize the experiences your students are offered in addition to the excellent education. Invite students to talk about what they love about the school or do a presentation on a certain program, class or teacher that made an impact on their lives.
- Realtors create virtual tours and stage houses for a living. Partner with a local realtor for tips and assistance in creating virtual showcases for your school.
- Consider creating a gallery of photos on your website. Include pictures of your school and of your students. Consider also creating a virtual tour video that is available on your website at all times.
- See the NCEA National School Choice Report for further insight on prospective families and what they are looking for in a Catholic school for their children. This report is based on extensive research conducted by NCEA and partners, and is provided to our members to assist them in targeting new parents and families with school marketing efforts. Use these insights to guide your marketing messaging and topics of discussion for both virtual and in-person tours.  
[https://www.ncea.org/NCEA/Learn/Resource/Leadership\\_and\\_Governance/National\\_Perspective/The\\_Catholic\\_School\\_Choice\\_Understanding\\_the\\_Perspectives\\_of\\_Parents.aspx](https://www.ncea.org/NCEA/Learn/Resource/Leadership_and_Governance/National_Perspective/The_Catholic_School_Choice_Understanding_the_Perspectives_of_Parents.aspx).

## Event Ideas for Current and Prospective Students and Families:

- Faith-building events: rosary, Mass, adoration, morning prayer services

*TIP: See the Liturgy Planning Guide for DCSW and CSW daily prayer service guides*

- Tea with parents or pets: Have each student bring their mom, dad or pet(s) to the virtual meeting along with donuts, muffins, juice, pet treats, etc.
- Games/competitions: Bingo, Pictionary, Charades, brain teasers
- Read books or Bible stories
- Virtual field-trips: museums, aquariums, visits to foreign cities, other attractions

*TIP: Visit the websites of many popular attractions to find videos, live cameras, or other virtual experiences.*

- Take virtual rides of Disney's most popular rides
- Take a virtual hike of the Great Wall of China
- Virtually explore Yellowstone National Park <https://www.yellowstone.org/visit-yellowstone-virtually/>
- View the webcams of the Georgia Aquarium <https://www.georgiaaquarium.org/webcam/ocean-voyager/>
- Utilize Google Arts and Culture to virtually visit museums, foreign ruins, etc. <https://artsandculture.google.com/>

*TIP: Many organizations have created new virtual resources for educational purposes during the time of the pandemic. A simple Google search yields countless opportunities for virtual exploration.*

- Movie or TV show viewings

*TIP: Research the permissions required for showings of specific movies and shows.*

- Virtual show and tell: Have each teacher or student plan to show one of their hobbies or something they love about their homes or families.
- Virtual gym class contests: jumping jacks, hula hoop, push-ups, jump rope.
- Puppet show.
- Student presentations: Have each student prepare a short presentation on a topic of their choosing or an animal, foreign city, Church teaching, saint, etc.
- Pen Pals: Match students with a fellow student, parish member, or staff pen pal. Encourage them to send letters back and forth to both stay in touch or get to know each other and learn how to write and send letters.
- Demo science experiments.
- Parent-teacher conferences.

### Event Ideas for Showcasing Your School:

- Webinars highlighting a certain program or aspect of your school: Examples include your faith formation programs, your focus on STEM, your service opportunities, etc.
- Virtual tours.
- Parent or teacher Q&A: Have parents or teachers available to answer the questions of prospective parents.
- Student presentations: Have students prepare short presentations on what they love about your school or how your school has made an impact on their lives. Consider also inviting alumni to do the same.



# CSW Tools and Templates

**Tools and Templates Online at**  
[www.NCEA.org/CSW](http://www.NCEA.org/CSW):

## **Year-Round Marketing**

- Catholic School Strategic Year-Round Marketing Guide
- Catholic School Infographic (English and Spanish Versions)
- Sample Announcement – Open House
- Calendar of Holy Days and Feast Days
- Infographic: A Dozen Reasons to Choose Catholic Schools
- Sample News Release
- Sample Open House Planning Sheet
- Marketing Channels Guide
- Social Media Guide
- Virtual Events Guide

## **Catholic Schools Week**

- Sample CSW Social Media Posts
- Sample Press Release for CSW Events
- Sample Certificate of Student Achievement
- Sample Certificate of Volunteer Appreciation
- Sample Letterhead for Dual Branding
- Sample Letter from Students to Parishioners
- Sample Letter to Government Officials
- Sample Letters from Pastor and Principal
- Sample Letters to Community Members
- Template for CSW Calendar Events Listing
- Sample Media Advisory
- Sample Postcard and Flyer
- Sample Thank You Letter to Speakers and Volunteers
- Printable Posters

## **Hispanic and Latino Outreach Tools and Templates:**

- Sample Letters to Community Members
- Sample Thank You Letter to Speakers and Volunteers
- Infographic: A Dozen Reason to Choose Catholic Schools (Spanish Version)

## **Liturgy Guide Tools and Templates:**

- DCSW Liturgy Guide
- CSW Liturgy Guide
- CSW Daily Prayer Suggestions
- Catholic Social Teaching Monthly Theme Suggestions
- Sample: Prayer of the Faithful

A digital version of the Marketing Kit for Catholic Schools with special sections for year-round marketing, Catholic Schools Week, liturgy planning and Hispanic/Latino outreach are available at **[www.NCEA.org/CSWdigital](http://www.NCEA.org/CSWdigital)**.

**© 2022-2023 National Catholic Educational Association**

The National Catholic Educational Association (NCEA) owns all rights, including but not limited to the copyright, in this marketing kit and all portions of it, including the merchandise pictured in it and logos ("promotional material"). NCEA grants permission to use, duplicate and/or distribute the promotional material in any media only to Catholic schools, arch/dioceses and organizations owned and controlled by Roman Catholic entities. These organizations may use the promotional material only as follows: (1) The material must be used to further the goals of the Catholic schools promotion. (2) The use by a Catholic school or arch/diocese must be within the geographical boundaries of the arch/dioceses or school community. (3) The logo and other artwork must be used in their entirety without changes or deletions of any kind in design, color or any other element. (4) Promotional material may not be used to create any of the items listed on the website. (5) Except as necessary for its own use, a Catholic school, arch/diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo or any other promotional material without the prior written permission of the Director of Marketing Communications, National Marketing Campaign For Catholic Schools at NCEA. Except as provided above, no promotional material may be reproduced without the permission of the copyright owners.



National Catholic Educational Association

407 Bicksler SQ SE  
Leesburg, VA 20175  
800.711.6232  
[www.NCEA.org](http://www.NCEA.org)



**Catholic Schools**  
**Faith. Excellence. Service.**



#CSW23



NCEAorg



NCEApins