



# April

*How many of these enrollment projects can you put on your calendar?*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Marketing

- Conduct Spring Open House
- Advertise Summer Camp/Programs
- Host Shadow Day
- Host Pre-K/ K Open Houses or plan an Early Childhood activity
- Highlight a Faith based Easter Activity-
- Update Website and Facebook Page
- Send info to Church Bulletin
- Send mailing to prospective families regarding registration

## New Family Sales

- Track families and follow up
- Ask Parent Ambassadors to call any newly registered families and invite them to an upcoming activity

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## Retention

- Call families who have not yet re-registered
- Communicate retention incentive programs
- Track and celebrate retention success