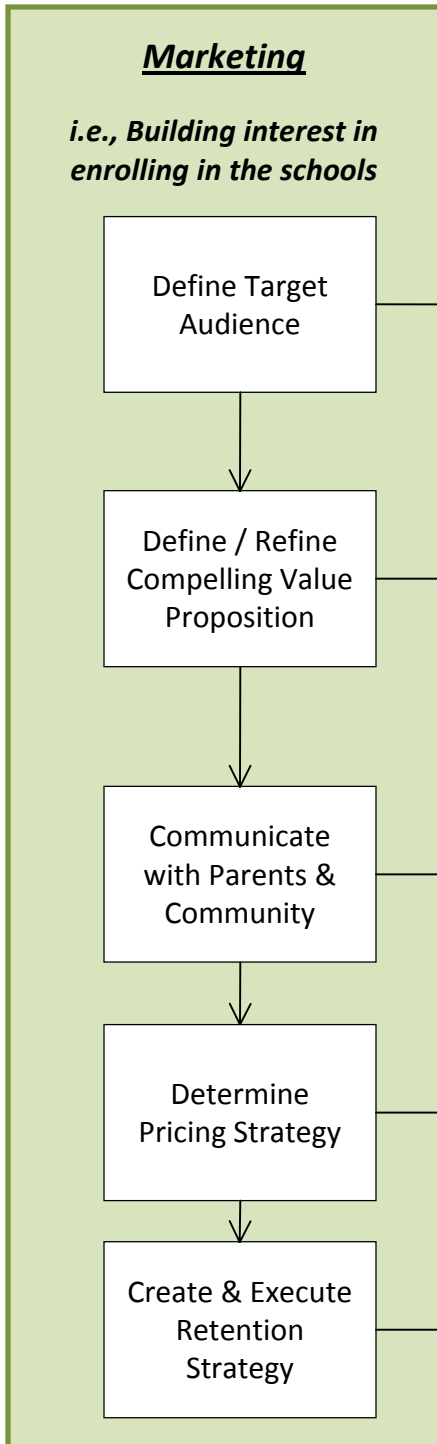


“CATHOLIC AND SAFE” ISN’T ENOUGH ANY MORE; MAY NEED TO MARKET BEYOND JUST THE PARISH



“Why should I spend my (precious) money to send my precious child to your school?”

- Who are we trying to attract? What do they want?
 - How do we target our RE/CCD families?
 - Is our Parish enough? Other Parishes without schools?
 - What about non-Catholics?
 - What’s our admission policy?
- Why would our target market choose to enroll?
 - What differentiates our school, what are our proof points?
 - What’s our pricing strategy?
 - How do we most effectively make our case (text, images, video, pulpit, etc.)? Who is most effective?
 - What’s actual today and what’s aspirational?
 - What do our best advocates say? Our worst critics?
- How can we most effectively reach our targets? When?
 - How does our web site play into the strategy?
 - What other marketing deliverables do we need?
 - What role do teachers, parents, etc. play?
 - How can we get everyone to stay on message with our value proposition?
- What is our target market’s ability to pay?
 - What is the willingness to pay for our product?
 - How do we handle tuition assistance?
 - How do we incent new families and retention?
- In reality this requires many of the same actions as described above, but directed at existing parents
 - Need to continually reinforce why they made the right decision and are receiving value
 - Teachers play a big role in retention