



May

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	31		

Marketing

- Advertise Summer Camp/Programs
- Highlight 8th grade success stories
- Highlight alumni stories
- Host event at school and invite prospective families
- 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
- Mail teacher letters to prospective or newly registered families

Retention

- Exit Surveys
- Reach out to families who haven't registered
- Track and celebrate retention success