



40+

WAYS TO MARKET YOUR SCHOOL

EASY PR IDEAS:

1. Update your school website regularly! Parents get the majority of information from the school's website - make sure it's loaded with current information and pictures.
2. Share great news and student and staff successes with parents through Blackboard Connect.
3. Use your school website as a bulletin board of news, updates and events. Request the information be displayed on the district site as well.
4. Email parents with news and information about your school.
5. Send out a weekly electronic newsletter.
6. Ensure up-to-date information about your school is available for teachers, volunteers and school staff - especially those who answer the phone and greet visitors!
7. Celebrate and recognize student, staff and volunteer accomplishments more often.
8. Display student artwork throughout the school.
9. Send students home each day ready to talk about what they liked about school, a new lesson, a field trip, etc.
10. Utilize social media! Create a Facebook or Twitter account and share with your parents, students and community. Make sure you update it at least once a day!

TAKE A LOOK OUTSIDE:

11. Walk around the school property with a friend or family member who has never visited. Ask for honest feedback. They may see things that send a negative message that you may not recognize because you look at them every day.
12. Ensure your school marquee is updated.
13. Post welcome signs at the entrance to the school and office.
14. Make sure it is clear where the main entrance and office are located.
15. Are the closest parking spots reserved and available for parents and guests?
16. Curb appeal is everything! Ask parents, staff and volunteers to help make it more welcoming.

COMMUNITY OUTREACH:

17. Have several open houses at times and days that are convenient for working parents.
18. Create and maintain partnerships with local businesses. Ask them to help promote your school.
19. Build a strong PTO by recruiting parents to champion for your school.
20. Highlight your students at community events.
21. Find volunteer opportunities for students and staff.
22. Be visible in the community.
23. Be your school's #1 cheerleader. Speak to civic clubs and other social groups about the great things happening in your school.



WORKING WITH YOUR PARENTS, STUDENTS & STAFF:

24. Customer service is key. Greet visitors when they enter your school. Answer emails promptly. Answer the phone with a smile.
25. Greet parents and students each morning.
26. Provide parents with school achievements, not just the information pertaining to their child.
27. Host family meetings and celebrations.
28. One of your priorities should be building staff, student and parent morale.
29. Use every opportunity to spread the word about good things happening in your school.
30. Be your school's biggest fan and greatest cheerleader.
31. Be visible.

FINDING NEW FAMILIES:

32. Invite prospective students to visit your school for a day. Pair them with students that will make them feel welcome and excited about your school.
33. Post student and parent testimonials on your school website and social media.
34. Select student ambassadors to lead tours around the school.
35. Create a school brochure or fact sheet. Post it on your website and have it available in the office.
36. Distribute your school fact sheet to realtors, apartment complexes and doctor's offices.
37. Create a doorknocker about your school in English and Spanish and distribute around the neighborhoods in your district.
38. Find out whether there are "feeder" preschools in your area, and get information to those parents about your school.
39. Host a Parent Academy at your school and market to families in your area.
40. Develop a script for school tours, and train parents, students and volunteers to guide the tours for prospective families.
41. Invite community leaders to tour your school.