

## **MARKETING OF LUTHERAN SCHOOLS**

### **Do ....and Don't.....**

#### **Feedback from workshop groups in this elective at ACLE 2**

##### **Do...**

- : be up front about the Christ-centred nature of the school
- : remember happy, satisfied staff, students and parents are your best marketers
- : include the whole school community in developing your marketing plan, ensuring that they can articulate the core values of the school
- : be honest in what you say you can do and then make sure you deliver it
- : have up-to-date, visual material for promotional purposes
- : be aware of what your images are saying about you to others – do a reality check every now and then
- : respond promptly to enquiries and concerns
- : celebrate achievements of students both internally and externally
- : market the school as a place of love and care for each individual while promoting service as a feature
- : invite key figures from the community into your school, show genuine concern for the surrounding community and offer service to it
- : be professional in your marketing operations
- : be innovative and entrepreneurial while maintaining your confessional identity
- : be aware of the importance of first impressions when someone walks into your school
- : use people in your marketing rather than things
- : use the local media to keep the community informed about school events, developments etc
- : remember effective marketing does not have a direct correlation to money spent
- : emphasise what the school can do for others rather than what others can do for the school
- : market to students at secondary level
- : good communication at all levels is a key to successful marketing

##### **Don't...**

- : promise what you can't deliver
- : try to be all things to all people
- : price yourself out of the market
- : focus on material goals and achievement
- : hide the fact that you are a Christian Lutheran school
- : ride on past success and reputation
- : be driven by outside agendas
- : be too glossy or busy in your promotional material
- : only market to parents
- : delay responding to enquiries and concerns