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