Marketing strategies for Lutheran Schools

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'As Lutheran schools continue to wrestle with ways to promote themselves and attract enrolments while helping students develop an attitude of service, an understanding of theology of the cross provides a crucial lens through which to evaluate the school and its programs. Guarding against a theology of glory and its emphasis on ‘success’ is crucial for Lutheran schools if they are to function in a way which is consistent with Lutheran confessional theology.' (Bartsch, 2001)
School Marketing is a reality!
Parents want their kids to be happy!
It won’t just ‘happen’!
Prioritise your marketing needs
V.A.L.U.E.S. Marketing

V - Validate
A - Appreciate
L - Love
U - Understand
E - Educate
S - Share successes
V - Validate

- Greet people (eye contact)
- Remember key names
- Keep in touch with feeder schools/pre-schools
- Check on new families
- Encourage staff as above!!
A - Appreciate

- ‘Thanks very much’ section in the newsletter
- A note of thanks to staff/parents
- Staff buddies for Volunteers
- Thank you morning tea
- Acknowledge students via award AND a note to parents
L - Love

• We are called to our vocation as children of God
• Love them as we are loved!
• Class carers
• Buddy classes
• Prayer groups and prayed for families
U - Understand

- Perspectives and beliefs will vary
- Complaints are opportunities!
- Suggestion or comments box with tear off in newsletter (2x term)
- Take time to listen
- Minimise the whispers in the car park
Complaints are free consulting!
E - Educate

- Our core business—do it right!
- Don’t limit it to the students!
- Share staff skills
- Parent workshops
- Education writers
S- Share successes

- Share your news with congregations
- Keep school community informed
- Press releases
- Tell parents the good news as often as possible
- Share with each other
Open Day success
Bringing people into your school

Open Day
Today
Stand out from the crowd!

"Wait! Wait! Listen to me! ... We don’t have to be just sheep!"
Open day Publicity

- Advertising
- Invitations to day care centres and feeder pre-schools
- Banner at school entrance
- Newsletter
- Invitations to playgroups
- Letter and invitations to JP parents to pass on
W.O.M.B.A.T.
(Word Of Mouth, Best Advertising Technique!)
You don’t need to blow your budget!
Playgroups visits
Grandparents or Grand-friends Day can be a unique opportunity!
Congregation Day
Playgroups provide an opportunity to develop a sense of belonging within the school.
Find the right person for the job!

"Henry! Our party’s total chaos! No one knows when to eat, where to stand, what to … Oh, thank God! Here comes a Border collie!"
Invite community groups to use your facilities
Get involved in community events
Ensure your school’s name is seen in all the right places!
Plan some special events in which the whole community can be involved
Creative thinking and positive thinking!
Through purposeful marketing practices we can assuredly boast in God’s graciousness. Thank you.