

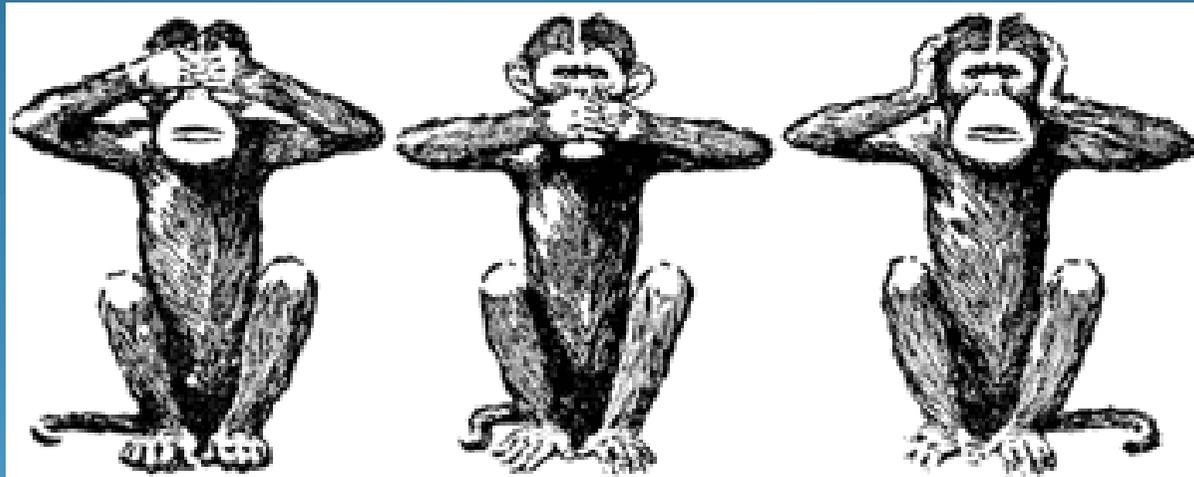
# Marketing strategies for Lutheran Schools



ACLE 2008  
Sue Ellis

*‘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 school/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

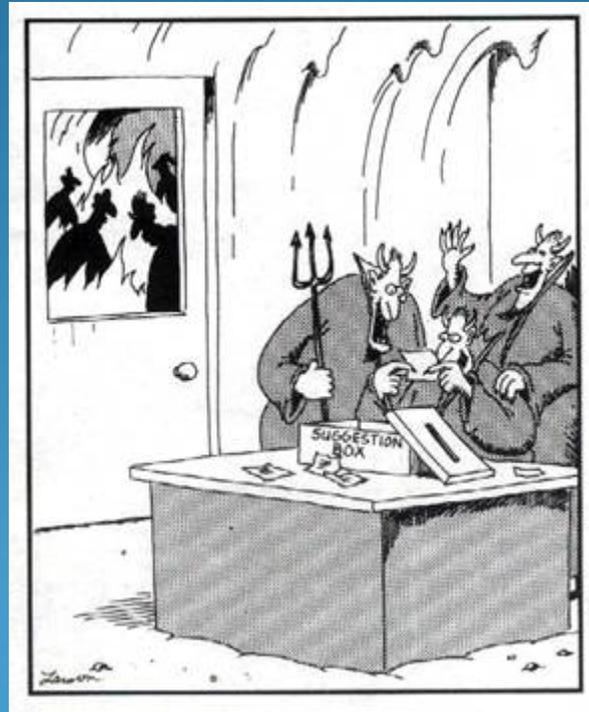


- We are called to our vocation as children of God
- Love them as we are loved!
- Class carers
- Buddy classes
- Prayer groups and prayed for families

# U - Understand

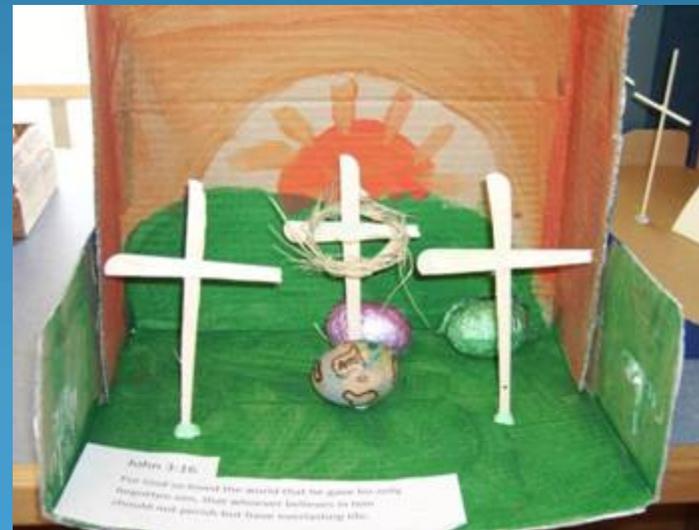
- Perspectives and beliefs will vary
- Complaints are opportunities!
- Suggestion or comments box with tear off in newsletter (2x term)
- Take time to listen
- Minimise the whispers in the car park

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





I want to...

# excel.

St Peter's College

**Open Morning**  
**Thursday 11th September, 2008 at 9:30am**

Please contact **Mr Ian Munro** on 8130 3217 to confirm your place.  
 Individual appointments are always welcome.

ST PETER'S COLLEGE  
 Telephone: 0862 34511 | Facsimile: 0862 1654 | Email: [admission@stpeters.sa.edu.au](mailto:admission@stpeters.sa.edu.au) | [www.stpeters.sa.edu.au](http://www.stpeters.sa.edu.au)

# Open Day success



## See us in action

**Open Day 2008 • 12 September • 1 - 3pm**

Students thrive in our stimulating environment.  
 Become part of the Saints community; it's  
 never too late to make the change.

**ST PETERS  
GIRLS**  
*The decision that lasts a lifetime.*

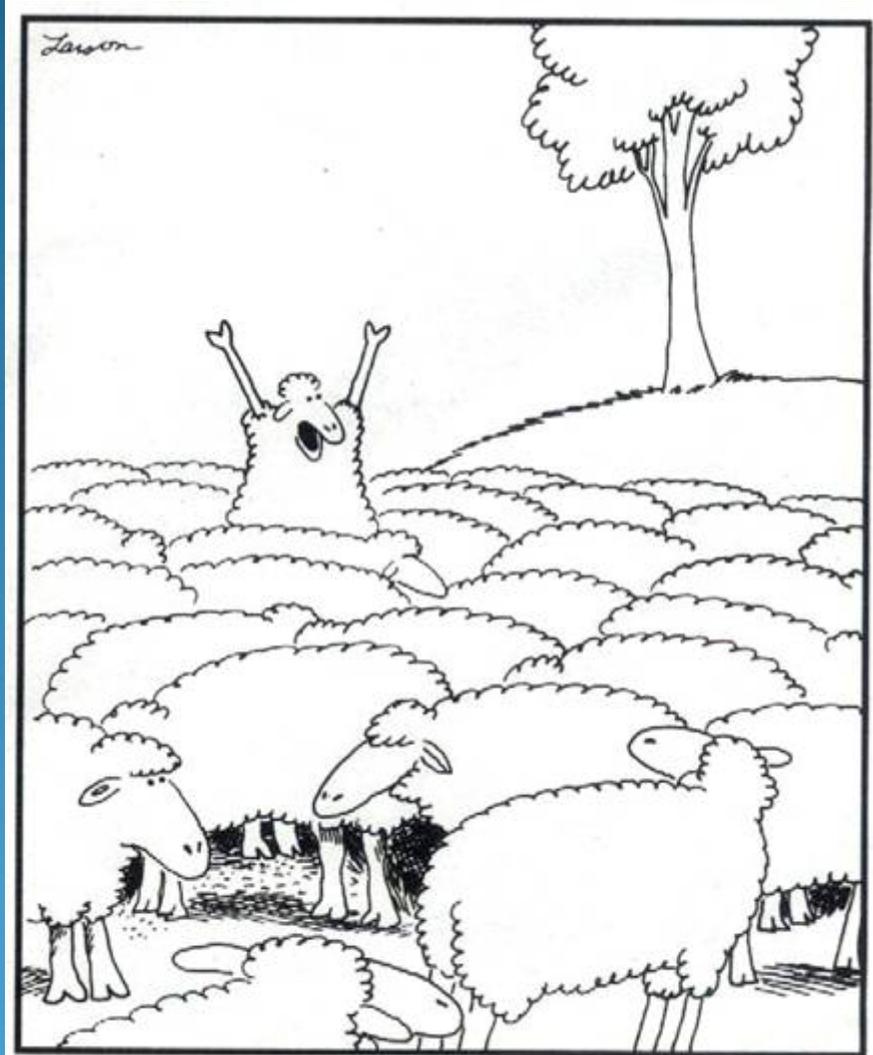
Telephone: (08) 8334 2200 • [www.stpetersgirls.sa.edu.au](http://www.stpetersgirls.sa.edu.au)

# 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.

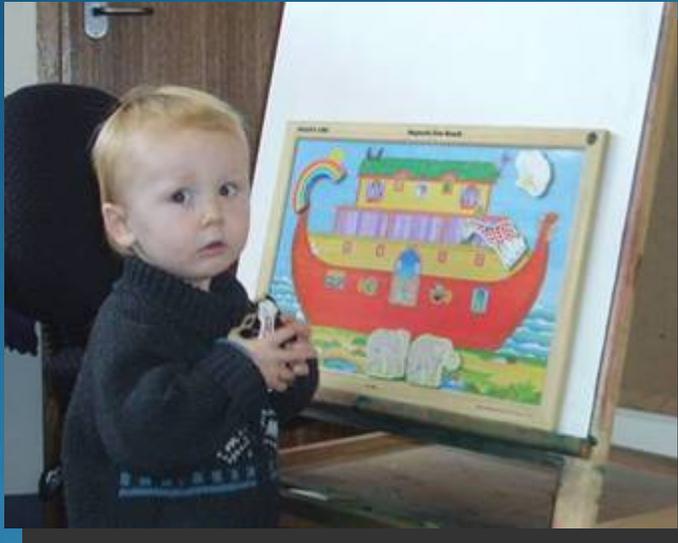
(Word Of Mouth, Best Advertising Technique!)



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



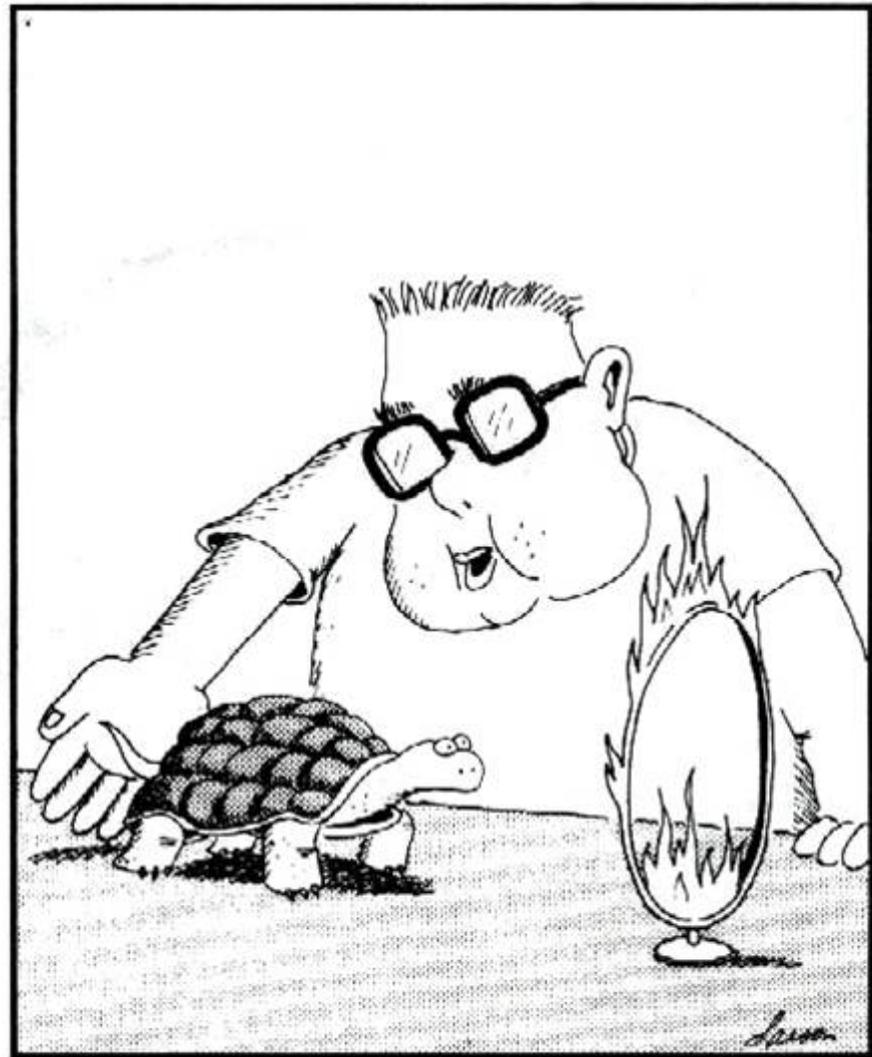
Ensure your  
school's  
name is seen  
in all the  
right places!



Plan some special events in which the whole community can be involved



Creative  
thinking and  
positive  
thinking!



“Through the hoop, Bob! Through the hoop!”

Through purposeful  
marketing practices we  
can assuredly boast in  
God's graciousness.  
Thank you.

