

TARGET

MESSAGE

TACTICS

TARGET

audience
personas
Ideal Advocates

MESSAGE

TACTICS

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MESSAGE

THINKING THROUGH
THE STORY YOU TELL





What is your mission
or vision statement?

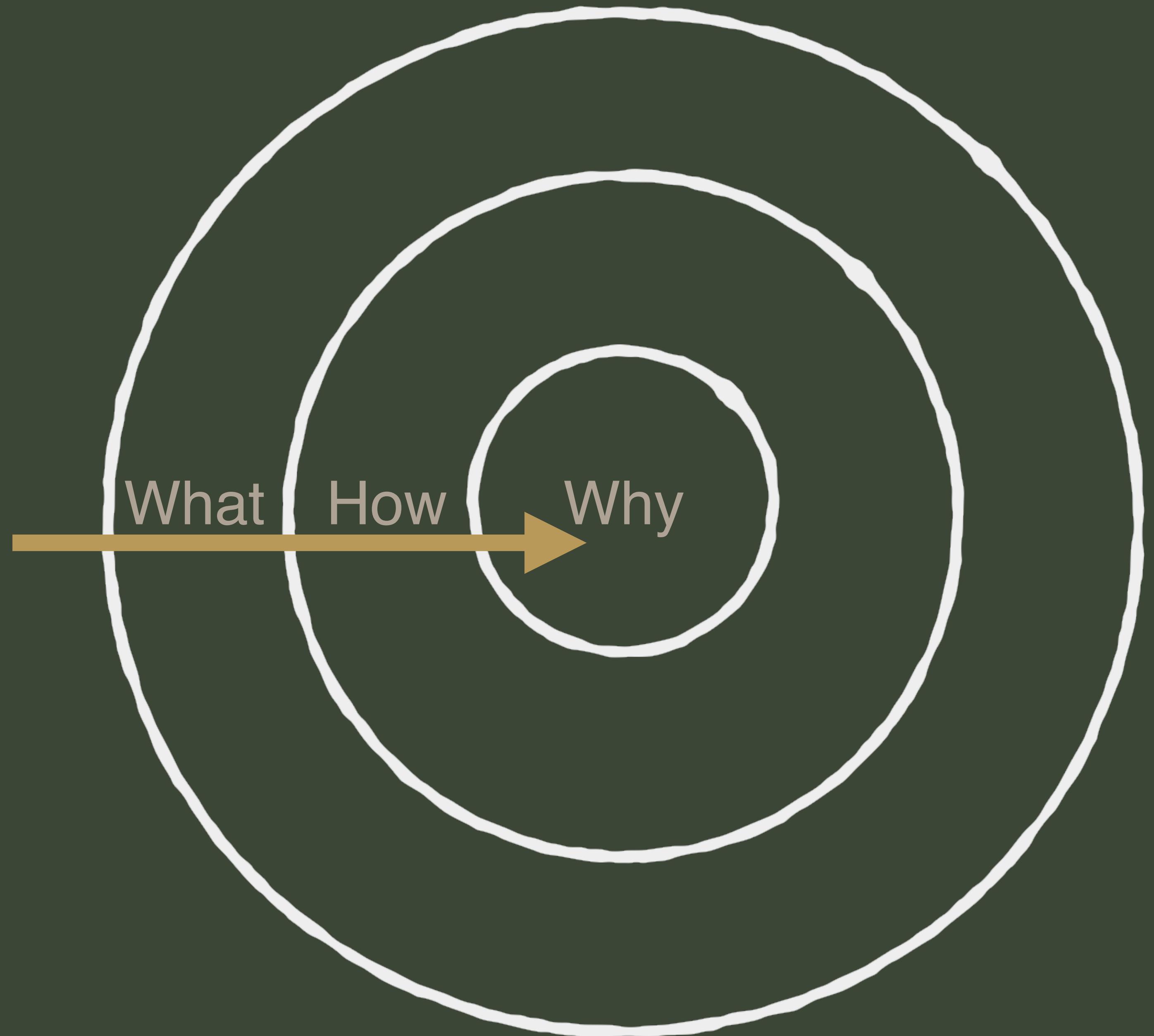
People don't buy what you do, they buy WHY you do it. And what you do simply proves what you believe.

Simon Sinek
Start With Why





The Golden Circle



The Golden Circle

We're a Christian school.

We teach kids about
God and His world.

Want to enroll?



The Golden Circle



The Golden Circle

We believe in transforming the lives of students.

We do it by teaching kids about God and His world.

We do it in a Christian school.



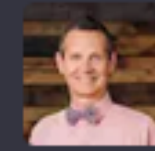
What is your why?

MISSION STATEMENT

Faith Christian's mission is to provide students with a quality education rooted in the teachings and values of Jesus Christ. Through a blend of spiritual guidance and academic excellence, our school seeks to empower young people to become lifelong learners, critical thinkers, and responsible members of their communities. We strive to create a supportive and inclusive learning environment where all students can grow in their faith and reach their full potential.

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Write a mission statement for a Christian school



A Christian school's mission is to provide students with a quality education rooted in the teachings and values of Jesus Christ. Through a blend of spiritual guidance and academic excellence, our school seeks to empower young people to become lifelong learners, critical thinkers, and responsible members of their communities. We strive to create a supportive and inclusive learning environment where all students can grow in their faith and reach their full potential.

MISSION-MINDED

VISION-DRIVEN

MISSION-MINDED

- ✦ “What business are we in?”
- ✦ Answers: HOW
- ✦ Based on WHAT
- ✦ Organization-focused
- ✦ MEANS

VISION-DRIVEN

MISSION-MINDED

- ✦ “What business are we in?”
- ✦ Answers: HOW
- ✦ Based on WHAT
- ✦ Organization-focused
- ✦ MEANS

VISION-DRIVEN

- ✦ “What does success look like?”
- ✦ Answers: WHAT
- ✦ Based on WHY
- ✦ Student-focused
- ✦ ENDS

MISSION-MINDED

The mission of Grace Christian School is to assist families in providing a Christ-centered education of high academic quality so the students may be prepared to take an active, vital place in the home, the church, the state and their future vocations by applying Christian principles in a Biblical manner.

MISSION-MINDED

The mission of Grace Christian School is to assist families in providing a Christ-centered education of high academic quality so the students may be prepared to take an active, vital place in the home, the church, the state and their future vocations by applying Christian principles in a Biblical manner.

VISION-DRIVEN

Imagine your child...
Growing strong in character and academics,
Focused on God's presence,
Led by caring teachers,
Being equipped to excel...
Imagine your child changing the world!
At Grace Christian School,
students become dream makers and world changers.



**SERVICE, EXPERTISE,
DEDICATION,
AND HARD WORK,
DISTINGUISH THE
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FROM ANY OTHER
LAW FIRM IN AMERICA**



WITHERSPOON
L A W G R O U P

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WWW.TWLGLAWYERS.COM

WRONGFUL DEATHS 18-WHEELER ACCIDENTS AUTO ACCIDENTS

INFO@TWLGLAWYERS.COM

Thank You Dan!!

"My son Bobby was critically injured in an accident. The insurance company said it was his fault and offered him no money. My son desperately needed medical care, that's when I called Attorney Dan Newlin. Mr. Newlin was by our side the entire time and thanks to him, Bobby received \$3.4 million and that has really helped."

[SEE MORE](#)



Dan Got Me \$3.4 MILLION

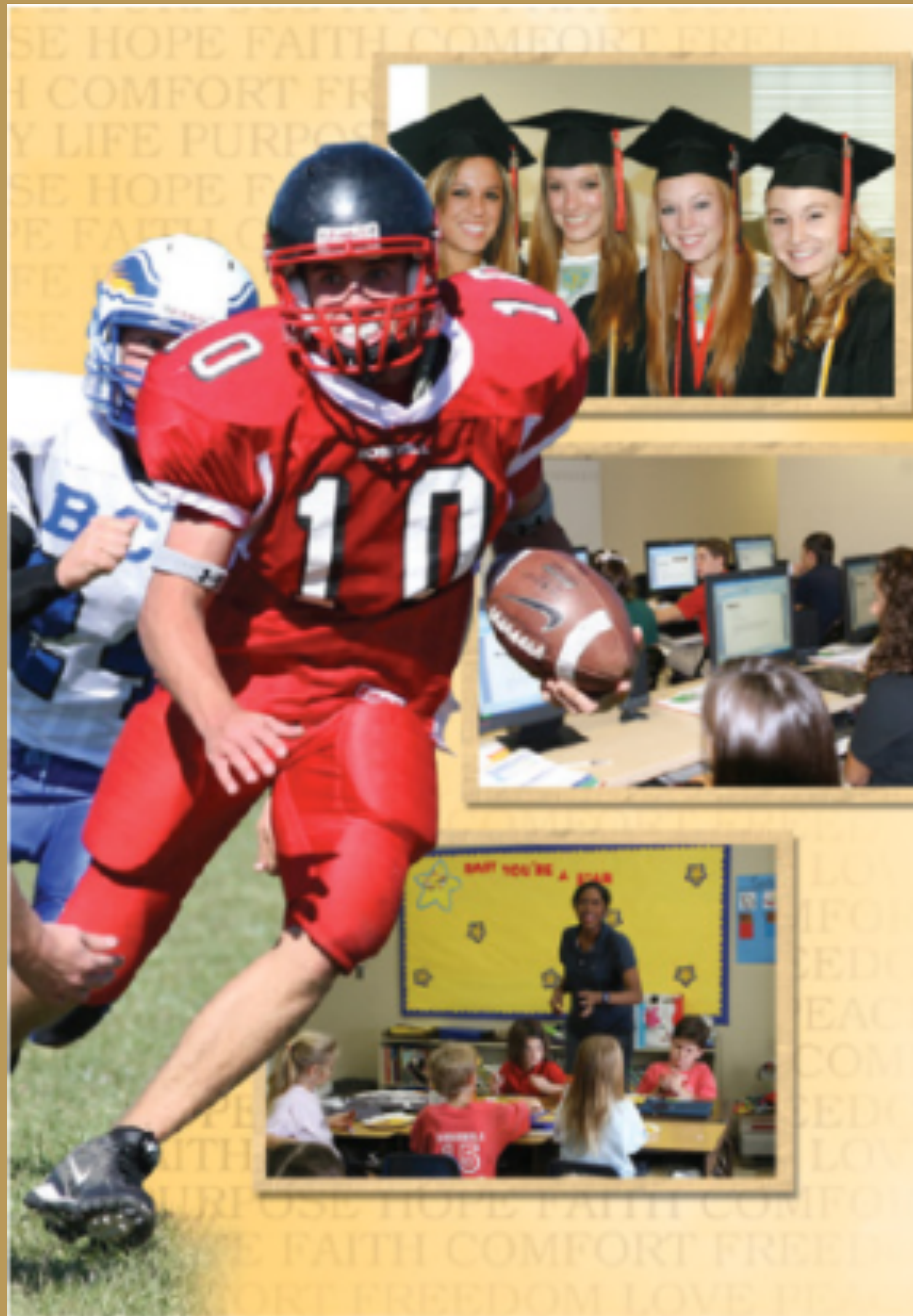
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NewlinLaw.com

Committed to Excellence



ROSEHILL CHRISTIAN SCHOOL

Serving students K3 – 12th grade

OPEN HOUSE
Come & Visit Us!
Dates on back...

OUR MISSION

Rosehill Christian School is a Christ-centered, independent, college preparatory school that challenges students to reach their highest potential and equips them to make a difference in the community through honor, respect, discipline, and faith in Jesus Christ.

Call or visit our website for more details

281-351-8114 or www.rcseagles.org

CITIZENS OF EXCELLENCE

it's who they'll become

SCCS graduates citizens of excellence
who observe, think, and articulate
with humility, reason and clarity

for the glory of God.

SANDHILLS
CLASSICAL CHRISTIAN SCHOOL



www.sandhillssccs.org

Take a tour!

Preschool - 12th

(910) 695-1874

The only Classical Trivium model school with a Christian integration of all subjects in Moore County, NC

Vision should always be defined in
terms of **STUDENT OUTCOMES.**

5 TIPS FOR CASTING A CLEAR VISION:

1. Make it memorable. *It's a right-brained activity.*
2. Stay student-centric. *Focus on student outcomes.*
3. Broadcast your differentiator. *What makes you different?*
4. Promise for the long-term. *It's the experience, not the product.*
5. Balance aspiration and realism. *Make sure it's believable.*

A PARADIGM SHIFT IS CREATED:

Efficiency
mission-minded



Effectiveness
vision-driven

THE THREE MARKETING PROBLEMS:

- ❑ Quality Control *(the program issues)*
- ❑ Customer Understanding *(the people issues)*
- ❑ Digital Age Marketing *(the messaging issues)*

THE THREE MARKETING STRATEGIES:

- ☐ Retention *(keep more current students)*
- ☐ Close more leads *(enroll more prospective students)*
- ☐ Capture more leads *(find more prospective students)*



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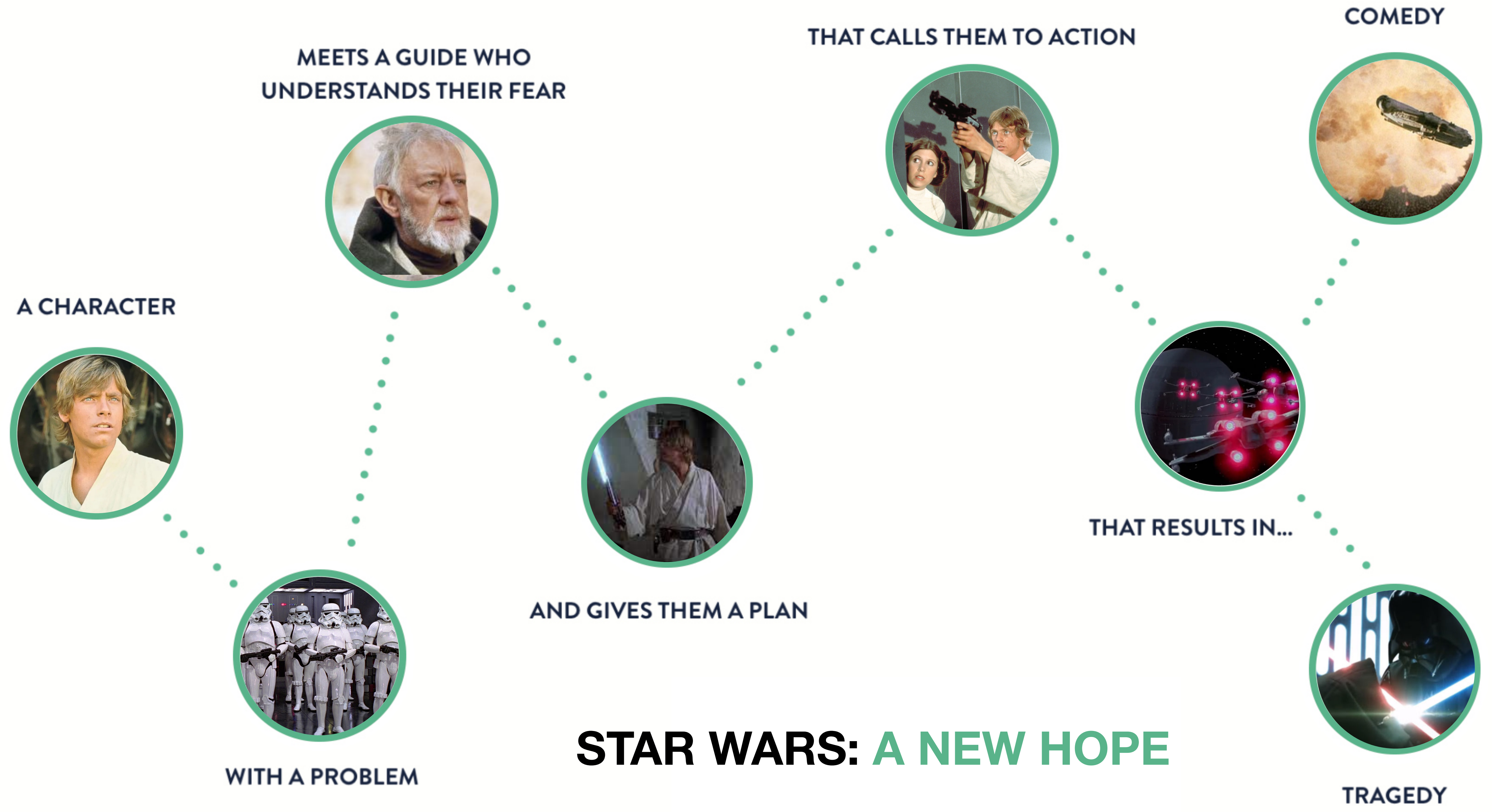
vision & mission
graduate profile

TACTICS

MESSAGE

THINKING THROUGH
THE STORY YOU TELL





STAR WARS: A NEW HOPE



Who is the hero
of your story?



Your school should be the **guide**,
not the **hero**.

The student is the **hero of the story**.

Why Saint Michael School is right for you. NOW!

A ministry of St. Michael Lutheran Church of Fort Myers



- Christ-Centered
- Challenging Academic Curriculum
- Infants to Grade 8
- Exceptional Teaching Staff, Technology Integration and a Family Atmosphere
- One of the only five Lutheran Schools in the world to earn the title of 'Exemplary School' in 2015
- A tremendous value now available to more households



Little
SAINTS
Early Learning Center

Now Enrolling Infants to Grade 8 for the 2016-2017 School Year

*Call About Our New **LOWER** Rates and to Schedule Your Personal Tour...*

239.939.1218 • www.smlcs.org

3595 Broadway, Fort Myers (Located 2 blocks North of the Edison Mall)

Educating for Life...Here and for Eternity

St. Michael School admits students of any race, color, sex and national or ethnic origin.
NELSA and AdvancED Accredited, U.S. Department of Education 'Blue Ribbon' School.

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GO COUGARS!



CALL 451-1600 FOR MORE INFORMATION!



Somerset Christian School

QUALITY EDUCATION IN A CHRISTIAN SETTING

www.somersetchristian.com

Somerset Christian School is a 501(c)(3) non-profit organization and does not discriminate on the basis of race, color, gender, national or ethnic origin in administration of its educational policies, administrative policies, or other school administered programs.



**JOSHUA
CHRISTIAN
ACADEMY**

COMMITTED
TO EXCELLENCE



small classes
accredited⁺
affordable

817-295-7377

WWW.JCAK.ORG



I AM A SCULPTOR. I AM AN ENTREPRENEUR. I AM A MISSIONARY. I AM A MENTOR. I AM A MUSICIAN. I AM AN ENGINEER. I AM A SERVANT. I AM AN AUTHOR. I AM A MATHEMATICIAN.

I AM A WARRIOR.


VALLEY CHRISTIAN SCHOOLS™
Best for Excellence
"Do it heartily as to the Lord." Col. 3:23



I AM A SCHOLAR. I AM A MUSICIAN. I AM AN ATHLETE.

I AM A WARRIOR.


VALLEY CHRISTIAN SCHOOLS™
Best for Excellence
"Do it heartily as to the Lord." Col. 3:23

Academic Achievement, Artistic Beauty, Athletic Distinction
 VALLEY CHRISTIAN SCHOOLS • KINDERGARTEN THROUGH 12TH GRADE • SAN JOSE, CA • 408-693-2600 • WWW.VCS.NET



PIXAR STORYTELLING FORMULA

- ☐ Once upon a time there was a _____.
- ☐ Every day, _____.
- ☐ One day, _____.
- ☐ Because of that, _____.
- ☐ Because of that, _____.
- ☐ Until finally, _____.

PIXAR STORYTELLING FORMULA

- Once upon a time there was a boy who was struggling to keep up in school.
- Every day, he would try to concentrate, but he was distracted by the other 29 students in his class, and his teacher didn't have time to spend one-on-one with him.
- One day, his parents grew concerned with his frustration and lack of progress, and started looking for a school where he would get more individualized attention.
- Because of that, his parents decided to enroll him in your school.
- Because of that, he started making progress quickly as teachers poured into him. His confidence soared.
- Until finally, he began thriving academically and began pursuing interests that he might never have discovered otherwise.





Crafting the Message

#1: Write for a specific audience.

- ❑ **Personas** - a group of people who have common characteristics.
- ❑ Christian schools usually have 4-5 personas.
Do you know yours?

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Do you know yours?
- ☐ Write more like **Parenting**, less like **Newsweek**.
- ☐ Write more like a **Mom Blog**, less like a **Wikipedia page**.

#1: Write for a specific audience.

[Name] Christian School is a preschool through grade twelve, college preparatory, independent, interdenominational institution serving [place] and the surrounding area. By integrating the principles of God's word throughout the curriculum and extra-curricular activities, students are equipped to make a difference in the world in which they live, work, and play.

#1: Write for a specific audience.

We believe that we can be no more than the sum of our parts. We value the partnership of the parents, students, and teachers who work on behalf of our school community. Together, we're committed to meeting the individual needs of every student, exactly where they're at.

We welcome you to visit our campus and see for yourself. Simply call the school office at [phone] to schedule your appointment. You are welcome here.

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#2: Write benefits, not features.

FEATURE: High Educational Standards

BENEFIT:

FEATURE: Strict Classroom Discipline

BENEFIT:

FEATURE: Modern, High-Tech Classrooms

BENEFIT:

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BENEFIT: *Your child will be well-prepared for college and career.*

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FEATURE: Strict Classroom Discipline

BENEFIT: *Your child will have a great learning experience because distractions will be minimized.*

FEATURE: Modern, High-Tech Classrooms

BENEFIT: *Your child will have access to the tools and resources needed to be successful in the 21st century.*

#3: Stop thinking like a commodity.

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COMMODITY:

- ☐ price & convenience
- ☐ features are crucial
- ☐ we're "one of many"
- ☐ read about us!

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UNIQUE SERVICE:

- ☐ value / connects to need
- ☐ customer service is crucial
- ☐ we're "one of a kind"
- ☐ visit to know us!

Like a
good neighbor,
State Farm
is there.®



GEICO[®]

**15 minutes could save you
15% or more on car insurance.**



Like a
**good neighbor,
State Farm**
is there.[®]



Allstate[®]
You're in good hands.



Nationwide[®]
is on your side

In what ways does your school position itself as a commodity?

What steps can be taken to change that?

Differentiation

What makes your school unique?

What are things your local public schools can't/don't do well?

#1: Flanking vs. “Me Too” Branding

- **“ME TOO” BRANDING** - copying what other schools do in an effort to remain competitive.
- **FLANKING** - creating programs that are different and hard to copy by other competitors.
 - + Having a “difference” that is truly **different**.
 - + Having a difference that **parents** care about.

#2: Proactive Customer Service

Figure out what your competition isn't **doing well** and then **do it really well** yourself.



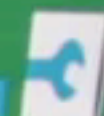
Vanities

8

- Appliances
- Fans
- Storage
- Vanities



Vanities



LUMBER

GARDEN

PLUMBING

RESTROOMS

HANDS

23



Building Materials

9

- Door Knobs
- Rope
- Chains
- Screws

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Vanities

8

Appliances
Fans
Storage
Vanities



Vanities



LUMBER

GARDEN

PLUMBING

RESTROOMS

23

Building Materials

9

Door Knobs
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Alachua County Public Schools



August 15, 2017 · 🌐

The district will be taking some precautions during the eclipse on August 21, including no outdoor activities between 1 and 4:30 in the afternoon.

<http://tiny.cc/rcb5my>

tiny.cc

SBAC.EDU



Like



Comment



Share



119

Chronological ▼



Alachua County Public Schools

August 15, 2017 · 🌐

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<http://tiny.cc/rcb5my>

tiny.cc

SBAC.EDU



Like



Comment



Share



119

Chronological ▾



The Rock School

Published by Jim McKenzie [?] · August 21, 2017 · 🌐

Great recap by TV-20 of today's eclipse party.



The Rock School hosts eclipse watch party

As part of the solar eclipse was visible in North Central Florida, one fifth grader at The Rock School enjoyed watching it through his telescope.

WCJB.COM



2,535 people reached

Boost Post



Like



Comment



Share



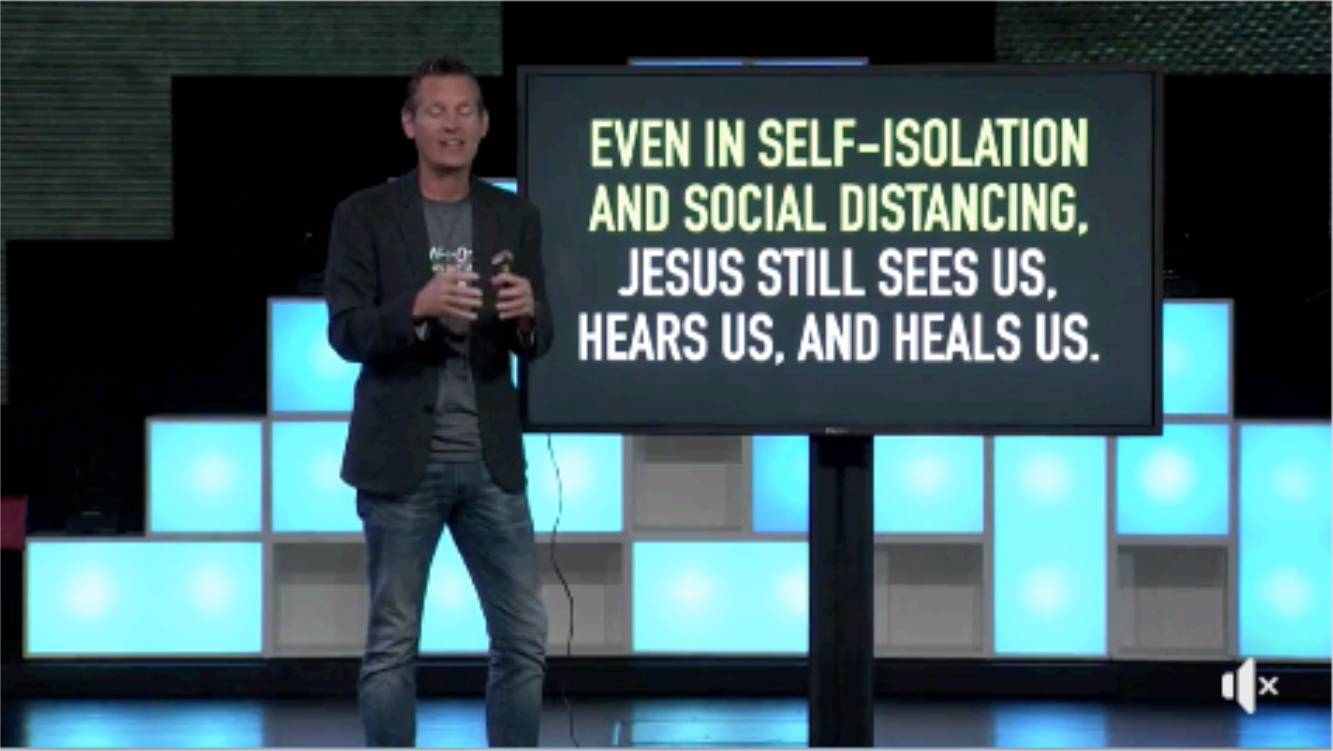
Ana Liz Martinez, Lilian Guzman Letteen and 46 others

Top Comments ▾

15 Shares

The Rock School was live.
Published by Livestream Broadcast [?] · 16 hrs · 🌐

Chapel - April 6, 2020



Watch together with friends or with a group Start

Get More Likes, Comments and Shares
This post is performing better than 85% of other posts on your Page. Boost it to get more great results.

1,655 People Reached **1,069** Engagements Boost Post

You and 71 others 87 Comments 7 Shares 1K Views

Love Comment Share

The Rock School
Published by Kayla Pollard [?] · March 19, 2020

It's Meet the Teacher Day!

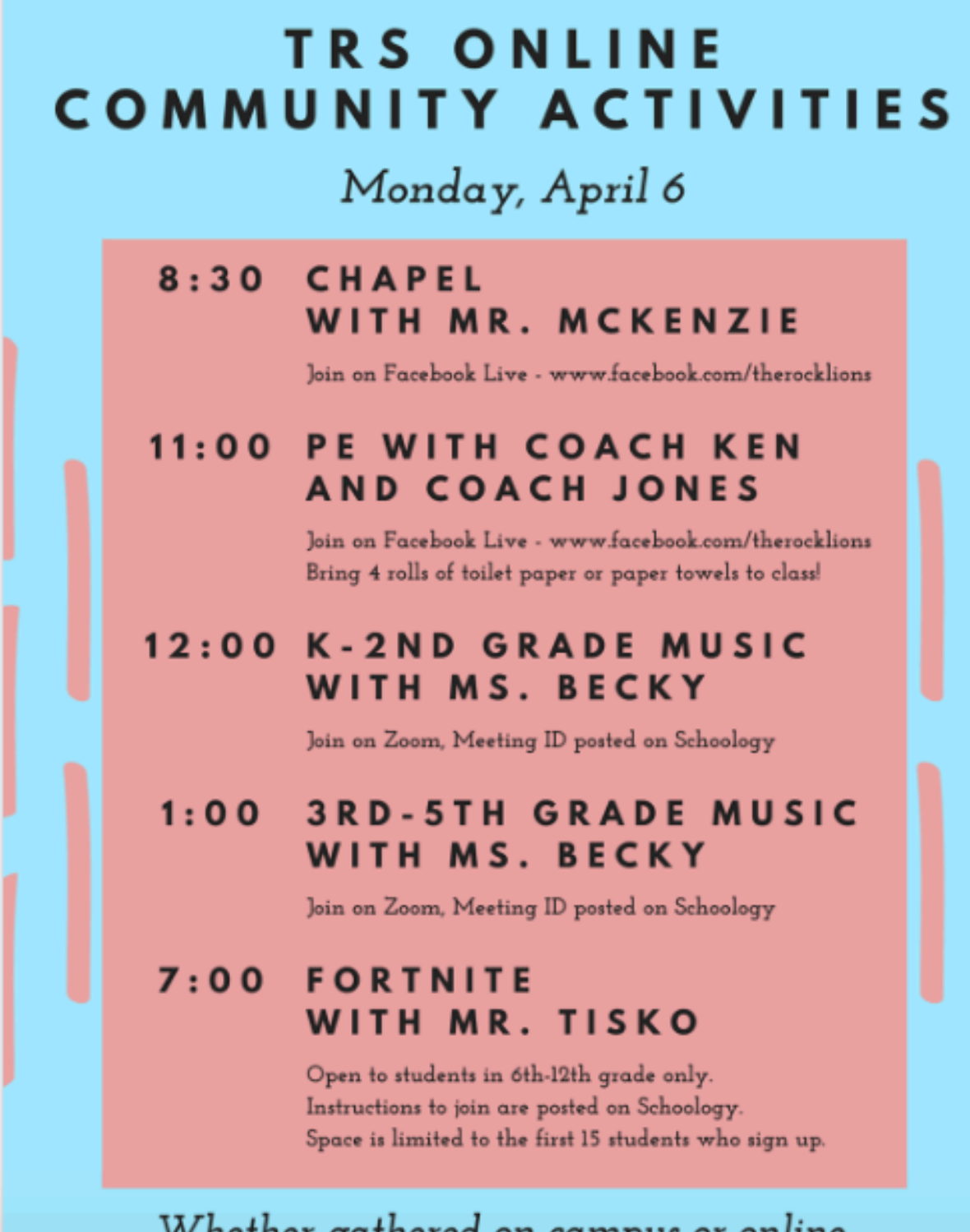
Your teachers can't wait to see you a program we have been preparing! Join below with the Zoom meeting codes

Kindergarten: 9:00a
First: 9:20a
Second: 9:40a
Third: 10a
Fourth: 10:20a
Fifth: 10:40a
Sixth: 11:00a
7th/8th: 11:30a
HS: 12:00p
Intervention: 12:30p
Schoolology Overview for Parents optional
MS Q&A Session: 3:00p



The Rock School added a new photo to the album: TRS Online Community Activities.
Published by Kayla Pollard [?] · 17 hrs · 🌐

Welcome back! Don't miss our first TRS Online Chapel this morning! And what will the PE coaches be doing with toilet paper rolls? 🤔



TRS ONLINE COMMUNITY ACTIVITIES
Monday, April 6

8:30 CHAPEL WITH MR. MCKENZIE
Join on Facebook Live - www.facebook.com/therocklions

11:00 PE WITH COACH KEN AND COACH JONES
Join on Facebook Live - www.facebook.com/therocklions
Bring 4 rolls of toilet paper or paper towels to class!

12:00 K-2ND GRADE MUSIC WITH MS. BECKY
Join on Zoom, Meeting ID posted on Schoolology

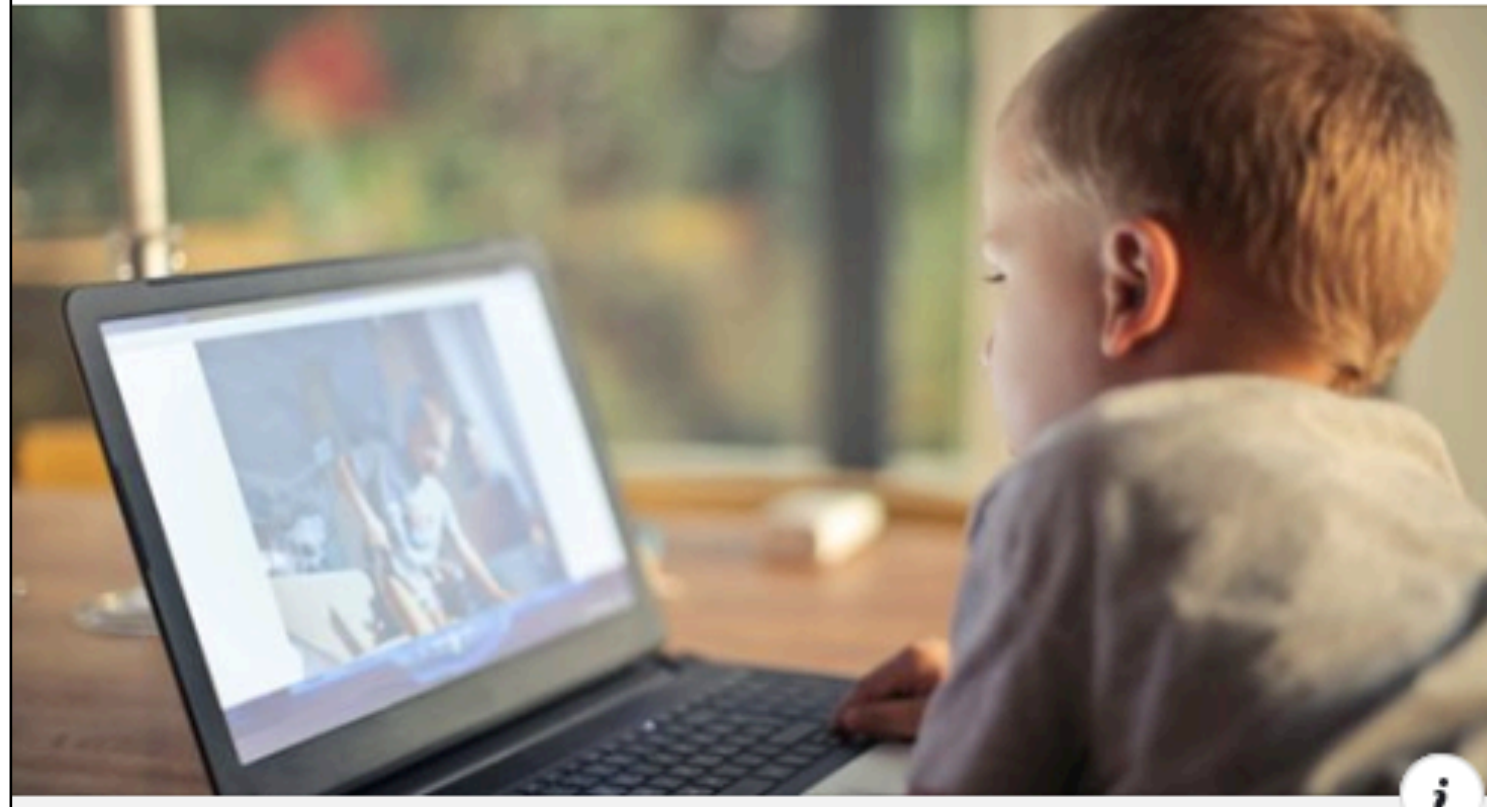
1:00 3RD-5TH GRADE MUSIC WITH MS. BECKY
Join on Zoom, Meeting ID posted on Schoolology

7:00 FORTNITE WITH MR. TISKO
Open to students in 6th-12th grade only.
Instructions to join are posted on Schoolology.
Space is limited to the first 15 students who sign up.

Whether gathered on campus or online,

The Rock School
Published by Jim McKenzie [?] · March 19 at 10:16 PM · 🌐

Whether we are gathered on campus or online, [#WeAreTheRock](https://www.facebook.com/therocklions). Read about our plan to offer K-12 online programming for the duration of school closures.



THEROCKLIONS.COM

The Rock School
Published by Jim McKenzie [?] · March 25 at 12:16 PM · 🌐

TRS COMMUNITY: Have a need? Comment below. 🙋 Can you meet a need? Respond to a comment. 🙌 Let's help one another with financial needs, childcare needs, school needs, and more. 🙏 [#WeAreTheRock](https://www.facebook.com/therocklions) 🙏

"So then, as we have opportunity, let us do good to everyone, and especially to those who are of the household of faith." --Galatians 6:10




The Rock School
Published by Jim McKenzie [?] · April 1 at 10:41 AM · 🌐

DAY 1 TRS ONLINE - share your 📷 photos 📷 of your first day of school. 🙋 [#WeAreTheRock](https://www.facebook.com/therocklions)

1,051 People Reached **432** Engagements Boost Post

22 86 Comments

The Rock School was live.
Published by Mackenzie Williams [?] · April 1 at 11:02 AM · 🌐



Watch together with friends or with a group Start

3,555 People Reached **998** Engagements Boost Post

73 106 Comments 12 Shares 1.6K Views

The Rock has been SO AMAZING!! I love Schoology, how much my son is able to do on his own, the daily Bible Zoom classes with his teacher and teacher office hours when he has a question, the Facebook Live PE and art classes that our whole family does together, and the Zoom music class. I've compared notes with a lot of other friends whose kids go to both public and private schools, and they are all amazed at our school. From the first Town Hall Zoom meeting with Mr. McKenzie to the daily ways for students to stay involved and the consistent communication, no one else even comes close to you guys in this season of online schooling.

TRS Parent Survey Response



The Rock School
NEW FAMILY WELCOME BOX

Your story starts
now.

9818 SW 24th Avenue
Gainesville, FL 32607

The Rothfuss Family
6107 NW 124th St.
Gainesville, FL 32653

\$7.25⁰⁰
US POSTAGE
PRIORITY MAIL
071M01231285
32607
000001357

Welcome to The Rock School!

We are so honored that you have chosen to be a part of our school community. We are committed to providing a positive school experience for every child. So whether you are just starting out in kindergarten, transferring in for high school, or somewhere in between, you are welcomed here.

The Rock School offers a wonderful culture where God is honored above all else and students are valued. We have prayed for you this summer and believe that the Lord has divinely directed you to our school and that He has big plans for you this year.

We are here to serve your family and each of our teachers and staff are truly committed to your success. But not just in your academic career. No, we take a much more holistic approach to education, one that encompasses your character, virtue, and spiritual formation as well.

As you're making final preparations to start the new school year, please know that we are praying for you. If you're nervous, that's okay. We know it can be scary to start at a new school. We're going to do everything we can to make sure you feel welcomed and are warmly received.

I hope that the contents of this welcome kit will help you get ready. We can't wait to meet you!

See you on the first day of school!

Jim McKenzie
Headmaster

TheRockSchool
9810 SW 24th Avenue, Gainesville, FL 32607
Phone (352) 331-7625 | Fax (352) 331-9760
TheRock1.com/Register

More info at <http://www.mhpschools.org>

2018

August 14
August 13
August 15
September 2
September 10
September 28
October 10
November 21-23
December 18
December 19 -
January 2

Teacher Preplanning
Meet the Teacher Day
First Day of School
School Closed - Labor Day Holiday
School Closed - Open House /
Parent-Teacher Night / Teacher Inservice
School Closed -
End of First Nine Weeks
School Closed - Homecoming
School Closed - Thanksgiving Holiday
End of Second Nine Weeks
Early Dismissal
School Closed - Christmas Holiday

2019

Student Holiday - Teacher Inservice
Classroom Reunions
School Closed - MLK Day
School Closed - President's
End of Third Nine Weeks
School Closed - Sports
School Closed - Good Friday
2019 Awards Show / Ice
Last Day of School / Graduation
School Closed - Memorial Day
Teacher Postplanning

Redeem
this card
4^{one} Free
drink only
at
MISSISSIPPI

Meet your teacher!
MONDAY, AUGUST 13
10AM - 1PM

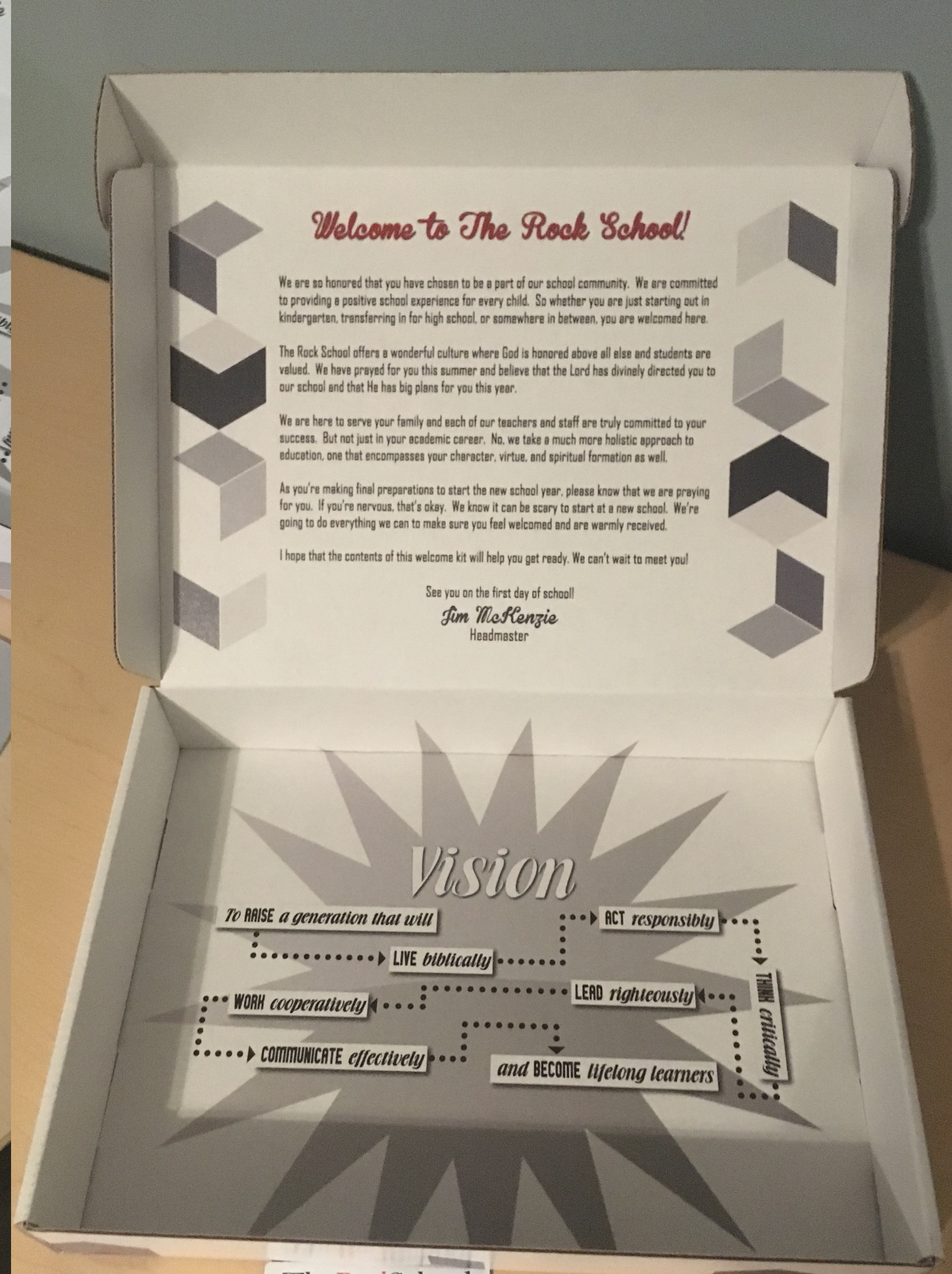
MAIN CAMPUS
Grades K-5 and 12
9818 SW 24th Avenue

Wrong size? No problem. Stop by the office to exchange for a different size.



THE ROCK

WE ARE



“We’ve been at [\$17,000 per year prep school] down the street for all these years and all we ever got in the mail were forms to fill out and bills to pay. We enroll here and what’s the first thing we get in the mail from The Rock School? A gift box.”

A New Parent

HELLO
my name is

FAITH

C-Line.com

1-888-860-9120

HELLO
my name is

FAITH

C-Line.com

1-888-860-9120

What are some examples of flanking or proactive customer service you are doing (or could be doing) at your school?

BRAND NARRATIVE





core brand narrative

Easy to share, easy to remember and something that the organization can use to stand on when asked...What is it that you do? Combines elements of the Mission, Vision and Values in an approachable way.

core brand message



Using Ability KC's mission statement language

Ability KC builds brighter futures for individuals living with disabilities through comprehensive medical, educational, and vocational therapeutic services. Our work is

KC doesn't work without Ability KC

Nodding to the vast historical knowledge AKC has

— woven into the story of our city, as we've touched countless lives since 1947. We continue to make Kansas City stronger by ensuring people with disabilities have the

Emphasis on the community impact

support they need to fully participate in our community. We deliver holistic,

individualized care, using cutting-edge, evidence-based practices, and we measure

Getting a key differentiator into the core message

success by the unique goals the people we serve set and achieve.

Concise description of therapeutic values

Our success is our clients' success.

core brand message



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core brand message

At Cross International, the **gospel** motivates us to **connect those in deepest need** with generous believers and compassionate ministry partners. Our passion is to transform **the needs we see** into a new reality: children with **healthy smiles** and **inspired minds**; communities with **clean water, nutritious food, and strong families**; and hearts full of joy and hope for the future. Lasting, sustainable transformation is our goal, so we form **strong relationships** and **manage resources wisely, sowing seeds that will reap a harvest for years to come.**

Leaves no question about
Cross' foundation of faith

Shows Cross' role in bringing together
elements of the church to work together

Showing Cross'
focus on finding
areas of strategic
opportunity

The power of
education and
vocational training
to allow children
to dream again

Refers to impact of
housing, healthcare,
food, nutrition,
water services

Cross' approach
to economic
development and
systemic issues

Reflects not only
ministry partnerships,
but also donor
relations

Commitment to financial
stewardship

Alludes to the parable about exponential
results from wise investment



core brand message

At Cross International, the **gospel** motivates us to **connect those in deepest need** with generous believers and compassionate ministry partners. Our passion is to transform **the needs we see** into a new reality: children with **healthy smiles** and **inspired minds**; communities with **clean water, nutritious food, and strong families**; and hearts full of joy and hope for the future. Lasting, sustainable transformation is our goal, so we form **strong relationships** and **manage resources wisely, sowing seeds that will reap a harvest for years to come.**

Leaves no question about
Cross' foundation of faith

Shows Cross' role in bringing together
elements of the church to work together

Showing Cross'
focus on finding
areas of strategic
opportunity

The power of
education and
vocational training
to allow children
to dream again

Refers to impact of
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core brand message

Catholic Charities has been an **open door, a warm welcome, dry ground, a defending voice, and a hand up** for **generations** of Louisiana residents. Our shared stories and strong roots help a diverse community **stand tall together**. We're fueled by a distinctly Catholic faith, which inspires us to **serve everyone, regardless of religion**. We're passionate about social justice and **smart stewardship**. Meeting the **needs of the whole person**—and all of Louisiana—is our continued commitment.

Describing what CC programs do in emotional language

Nod to Catholic Charities long history

Catholic Charities acts as a connector in the region

Makes clear statement of CCANO's mission to serve everyone

CCANO's fiscal responsibility sets it apart

CC has programs for the entire life span and the range of human needs (mental, physical, emotional, spiritual).



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core brand narrative

At the heart of every nonprofit, there's a flame of passion. Of commitment. Someone saw a need, an opportunity, a way to make life better for others - and their heart and mind were moved into action.

Successful organizations are able to ignite that flame in others, bringing them alongside to do the work, serve people, and support that heartfelt mission. That energy, that spirit of optimism, that drive for changing lives and communities for the better - that's what's known as fervor.

And that's why we are Fervor.

We're a marketing and consulting agency with a heart for faith-led organizations of all kinds, especially nonprofits. We believe in what they do. We use our gifts and experience to help them align their internal values, culture and communication. To help them deeply understand their most likely supporters. To craft messaging that inspires. And put those things into action with a strategic marketing plan that sparks a new flame - a new fervor - that advances their mission.

All of that, working together, is what it takes to do the most good possible - for individuals being served, for those doing the serving, for their communities, and for the world around them. It's a lot. But we're here for it. Because that's where our fervor is.



ACTION PLAN







TARGET

audience
personas
Ideal Advocates

MESSAGE

vision & mission
graduate profile
brand narrative
story structure
distinctives

TACTICS