

# Marketing & *Enrollment*



Helping Christian school leaders tell the right people the right stories in the right ways to meet their enrollment goals.

EDUCATION = DISCIPLESHIP

INTERNATIONAL  
MINDEDNESS!

we are **GOD's**  
**SOLUTION**  
to the **BRICKENESS**  
OF THE WORLD

WE MUST BEGIN  
WITH A CLEAR

SO THE QUESTION IS...  
WHAT DOES  
**SUCCESS**  
LOOK LIKE?

**VISION**

to make disciples of **Jesus**

• **KNOWLEDGE**  
• **SKILLS**  
• **ATTITUDES**

who  
possess  
the...

TO COURAGEOUSLY  
COOPERATE  
with

**GOD**

IN THE WORK OF  
**REDEEMING**  
THE WORLD

CHRISTIAN  
EDUCATION

LEARNING

LONGING

LOVING

NOT ONLY A MOMENT  
OF CONVERSION,

BUT A LIFETIME  
OF **FORMATION!**

CARING  
PRINCIPLED  
BALANCED  
THINKERS

WRITE THE VISION  
DOWN. MAKE IT  
PLAIN, SO THAT  
ANYONE CAN  
RUN WITH IT.

INQUIRERS

KNOWLEDGEABLE

OPEN MINDED

COMMUNICATORS  
REFLECTIVE  
COURAGEOUS

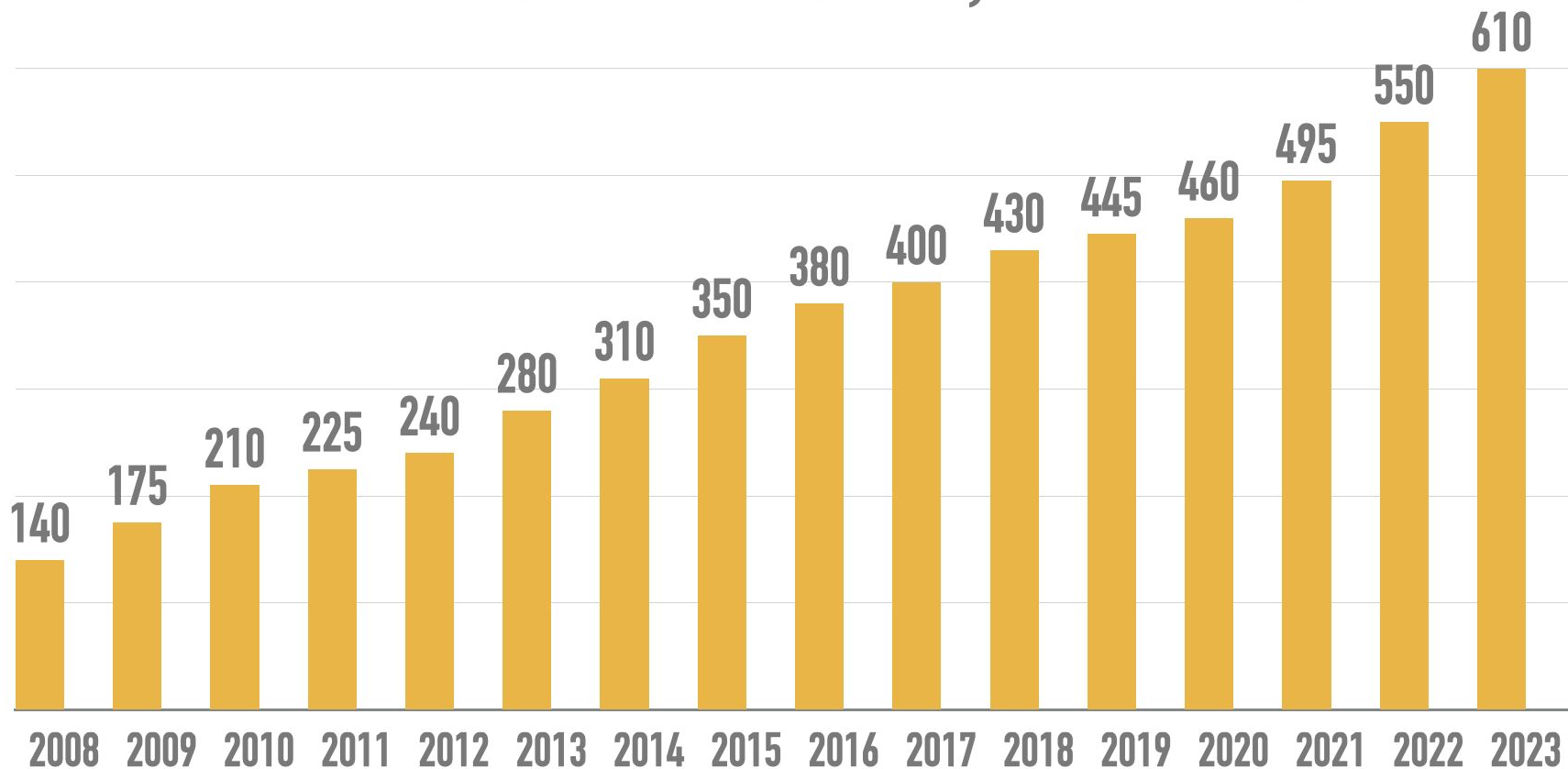
**Head**

**HEART**

**Hands**



# K-12 ENROLLMENT, BY YEAR





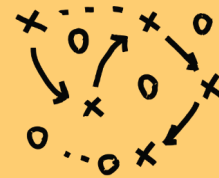
***Target***

*The right people*



***Message***

*The right stories*



***Tactics***

*The right ways*

# Why Your School?

List 10 reasons why families choose to enroll their children in your school.



"I'm committed to Christian education and I'm looking for the best Christian school for my child."

HF

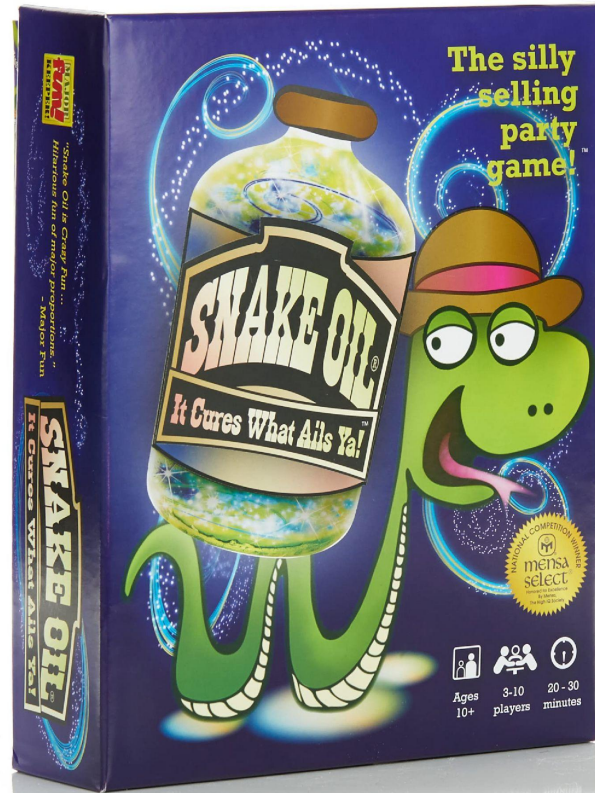




"I'm committed to Christian education and I'm looking for the best Christian school for my child."



"I'm dissatisfied with my child's current educational setting and I'm looking for something different."





# Marvin (Pirate Pastor)

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## Narrative

Hook believes strongly in pirates taking ownership of the role they have in God's kingdom. His pirate church is focused on how to get pirates deeper into the mission and more engaged. He's frustrated with the lack of initiative and leadership the younger pirates in his crew show. He believes sharpening the pirates will strengthen the church. He is constantly approached with "new opportunities," he's sick of being sold to all the time.

## Needs

- It's Marvin's responsibility to lead his pirate church well and he needs to be a visionary, leading his congregation into the future all while plundering with grace and mercy.
- His pirate church needs training, support and consulting on how to steward the pirates's ministry. He knows it must be done, but needs guidance on how to do it.

**Age** 24-35

**Role** Pirate Pastor

**Education** Bachelors

**Entry** Referral from Dave or another pirate Pastor

## Frustrations

- Frequently putting out fires, there's never enough time in the day. Marvin is frustrated that he's always running out of time to dream, plan and cast vision.
- Marvin is disheartened with how few opportunities there are for pirates to engage in the church; at the same time, participants are few and far between for what little is offered.
- Bombarded with offers from para-church ministries, programs-in-a-box and curriculum, Marvin fields sales calls frequently. It's tough to separate the wheat from the chaff.

## KEYWORDS

leadership  
ministry  
pirates ministry  
Christian  
mentorship  
Biblical mentoring  
pirates program

## COMMUNICATION

1. Email
2. Text
3. Phone call



## VALUES

	Conventional	Contemporary	🔥
🔥	Analytical	Impulsive	
	Traditional	Modern	🔥
🔥	Practical	Premium	
	Systematic	Sentimental	🔥

## KEY INSIGHTS

"I don't think pirates like to go to a lot of Bible studies - so I thought I'd start looking around. I wondered what else was out there."



*Who's it for?*

HF



# ideal advocates



Ideal Advocates™ — some might call them clients, stakeholders or customers — are central to growing your organization.

They have three specific qualities:

- + PERSONAL CONNECTION
- + SHARED EXPERIENCE
- + PREPARED TO SHARE



# Mike & Kim

**AGE** 35-44

**ROLE** Parents Who are Recently Concerned about Public Education

**EDUCATION** Masters +

**ENTRY** Referral from Friends, Internet Search

Mike & Kim always thought they would send their children to public school, but now are having serious second thoughts. Both Kim and Mike are ready and willing to discuss difficult topics with their children. Indeed, as the children grow, they want them to have a spiritually-formed, critical response to political issues — but they don't think elementary school is necessarily the time or place for some of these issues. They definitely don't think educators or a school district should be the ones establishing predefined messaging around key issues, many of which don't align with the Christian worldview. During their early engagement with local elementary schools, they actually discovered and were dismayed at the lack of tolerance towards Christian perspectives, as well as the lack of attentiveness or response to bullying. For perhaps the first time in their parenting lives, Kim and Mike are considering alternatives to public schools. Kim did some research and asked around and then decided to broach the subject of Christian education with Mike. After discussing the issues and costs together, they decided to seek out a local private Christian School.

## NEEDS:

- Educators and school staff that share their values.
- Assurance of a strong, complete education that does not run contradictory to, but rather reflects the values that they teach at home.
- To be welcomed into the educational journeys of their children, i.e., be aware of and engage with children's curriculum.

## FRUSTRATIONS:

- The open contempt and negativity towards Christianity that's becoming prevalent in public schools.
- The adoption and discussion of politicized topics that should be reserved for older children.
- Low faculty-to-student ratio and the resulting lack of attentiveness to the individual needs of students.
- Lack of an effective response to bullying and peer harassment.

## COMMUNICATION

1. Text
2. Email
3. In-person events

### Social Media:



## MEDIA

1. Audible
2. Kindle/digital readers
3. Christian stations on the local radio
4. Christian stations on Pandora and Spotify

## QUOTE

"The local elementary school made space for every perspective — except that of Christianity. We realized we didn't want to send our children into an environment where something we taught them to hold dear would be treated with contempt and intolerance. There will be time enough for them to understand that living a faithful life isn't easy, but that doesn't need to happen at such a tender age."

## KEY QUESTION

How can we have a say in the spiritual formation of our children even as they are part of an educational system?





# Personas - 3 R's



THREE RIVERS  
CHRISTIAN  
SCHOOL

1

2

3

# Personas - 3 R's

- Conservative parents concerned about public education who are seeking an educational option that aligns with the values taught and encouraged at home.
- **Questions they ask:** How can we ensure that spiritual formation is part of our children's education? How can we be involved as parents?
- **Needs/Frustrations:** shared values, strong Christian formation, seeking high value or the cost, tend to be hardline in some areas

**Media/Communication:** church  
**HF** connections, email readers, website, WOM

**1 Reverends**

**2**

**3**

*Three Rivers Christian School, Longview, WA*

# Personas - 3 R's

- Concerned parents searching for an alternative to a broken system, who are dissatisfied with status quo. Looking for new and innovative educational opportunities.
- **Questions they ask:** What makes you different from the commonly-accepted options?
- **Need/Frustrations:** concern about social atmosphere/issues, intense care for their children, searching for the innovative or non-traditional solution

**HF** **Media/Communication:** not email, website, WOM, social media, individual text/app-based

**1** Reverends

**2** Rebels

**3**

*Three Rivers Christian School, Longview, WA*

# Personas - 3 R's

- Overwhelmed families that feel lost and are searching for a safe, nurturing environment, who find respite in our school. Not necessarily faith-based
- **Questions they ask:** How can you help me give my child a better life?
- **Need/Frustrations:** need to be seen/safe/secure/soothed, frustrations with being lost in the system, concerns with being overlooked/bullied, etc.



**Media/Communication:** WOM,  
community connectivity, social media

**1**

**Reverends**

**2**

**Rebels**

**3**

**Refugees**

*Three Rivers Christian School, Longview, WA*

He Gets Us.

Search





# FEATURED

Content



## Foot Washing

The night before he died, Jesus washed the feet of his friends and enemies. It was a totally unexpected act of service that symbolized so much more.

He Gets Us.





***Target***

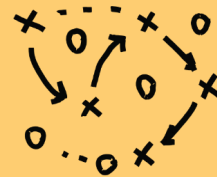
*The right people*

*Who is the  
audience?*



***Message***

*The right stories*



***Tactics***

*The right ways*



***Take a Break!***

**HF**

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