

# Marketing & *Enrollment*



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



***Target***

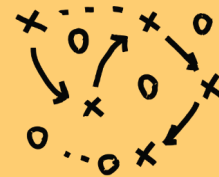
*The right people*

*Audience  
Personas  
Ideal Advocates*



***Message***

*The right stories*



***Tactics***

*The right ways*

HF



HF



**What is your school's  
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

OUTSIDE —> INSIDE

We're a Christian School.

We teach kids about God and His world.

Want to enroll?



WHAT HOW WHY



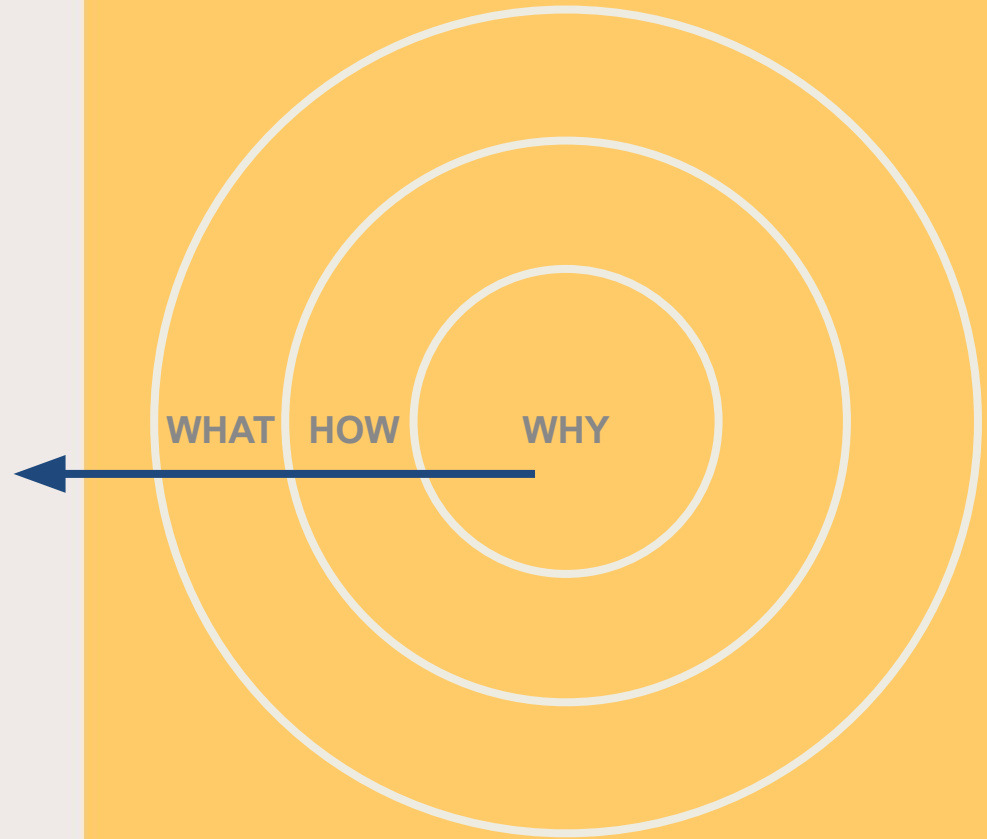
# The Golden Circle

START WITH WHY

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?**

HF

A large, white, abstract brushstroke graphic that starts from the bottom left and sweeps upwards and to the right, ending near the bottom right corner of the slide. It has a thick, textured appearance, resembling a paintbrush stroke.

# 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.



# 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.



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

“What business are we in?”

- Answers: HOW
- Based on WHAT
- Organization-focused
- MEANS

# 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  
WITHERSPOON LAW GROUP  
FROM ANY OTHER  
LAW FIRM IN AMERICA**



**WITHERSPOON**  
L A W G R O U P

CALL (866) 491-2130  
[www.TWLGLAWYERS.COM](http://www.TWLGLAWYERS.COM)

WRONGFUL DEATHS 18-WHEELER ACCIDENTS AUTO ACCIDENTS

[INFO@TWLGLAWYERS.COM](mailto: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](#)



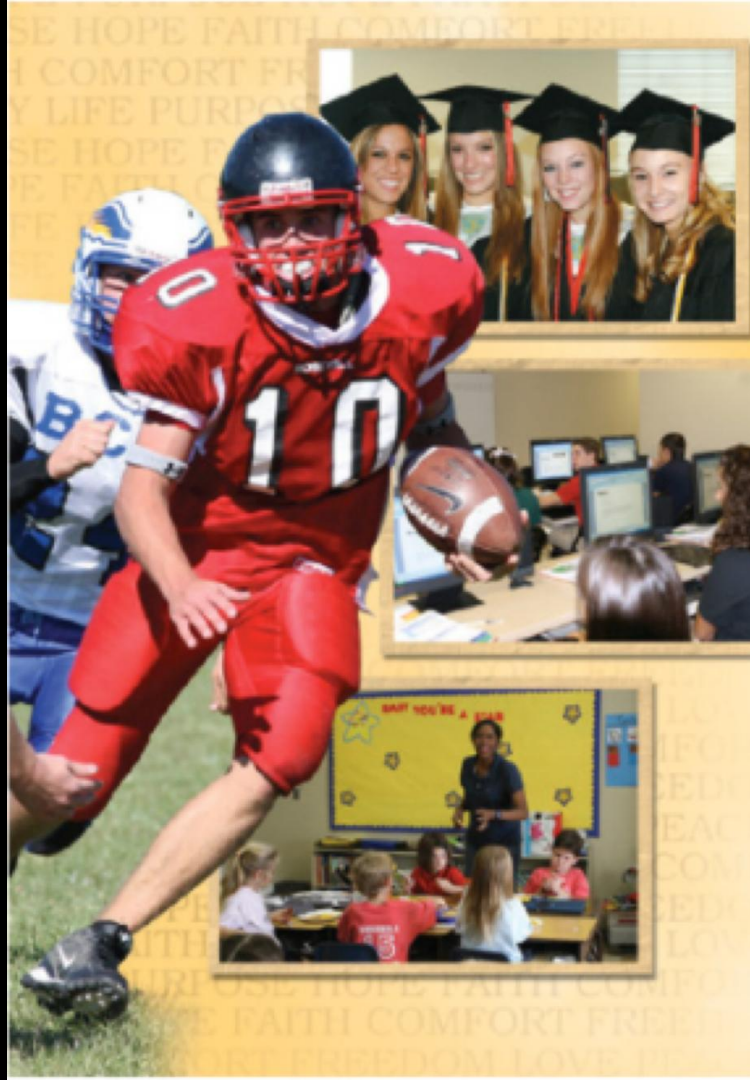
**Dan Got Me \$3.4 MILLION**

**CALL TODAY FOR A  
FREE CONSULTATION 800-257-1822**

24 Hours A Day / 7 Days A Week

**NewlinLaw.com**

Committed to Excellence



# ROSEHILL CHRISTIAN SCHOOL

Serving students K3 - 12<sup>th</sup> grade

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

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](http://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



SANDHILLS  
CLASSICAL  
CHRISTIAN  
SCHOOL

SANDHILLS  
CLASSICAL  
CHRISTIAN  
SCHOOL



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

# Our Vision:

We help Christian school leaders  
tell the right people,  
*the right stories,*  
in the right ways  
**to meet their enrollment goals.**

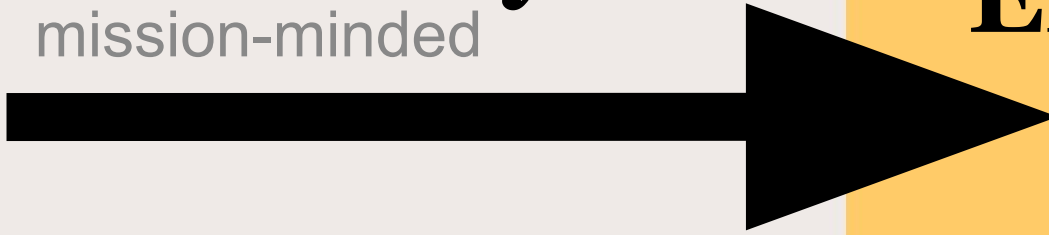


# 5 Tips for Casting a Clear Vision

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.

**Efficiency**  
mission-minded

**Effectiveness**  
vision-driven



HF

**A Paradigm Shift**



***Target***

*The right people*

*Audience  
Personas  
Ideal Advocates*



***Message***

*The right stories*

*Vision, Mission  
Graduate Profile*



***Tactics***

*The right ways*



***Take a Break!***

**HF**

# Marketing & *Enrollment*



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