

Marketing & *Enrollment*



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

Our Vision:

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

Do you struggle with...

- Getting the word out about your school?
- Stagnant or declining enrollment trends?
- New families that are the wrong fit?
- Managing the enrollment process?
- Setting tuition & balancing the budget?

You don't have to be the “Best Kept Secret” any longer...

- Empty seats filled
- Mission-aligned families
- High parent satisfaction
- Word-of-mouth referrals
- Growing revenue streams



HF Coaching Team

HEADS OF SCHOOL

who understand the challenges of growing a Christian School because they've done the hard work themselves.

INDUSTRY EXPERTS

with a proven track record of helping Christian schools and organizations grow their ministries.



www.herzogfoundation.com

What previous guests have shared about our *Training Retreat*:

“It was so rich in content - each session had a lot of ideas that were directly applicable to our situation. I feel like I can take meaningful action to improve our school to better serve our community to God's glory.”

“I found the content extremely helpful and thought provoking. It was well organized and while there was a lot of content, I feel like I have clear takeaways to consider and apply at our school.”

“The content is fantastic. Rockstar coaches, excellent accommodations. This will make a huge impact in the start up of our school.”

“The training was top of the line. It allowed for peer-to-peer connection, space for individual reflection, and teachings that were highly practical.”

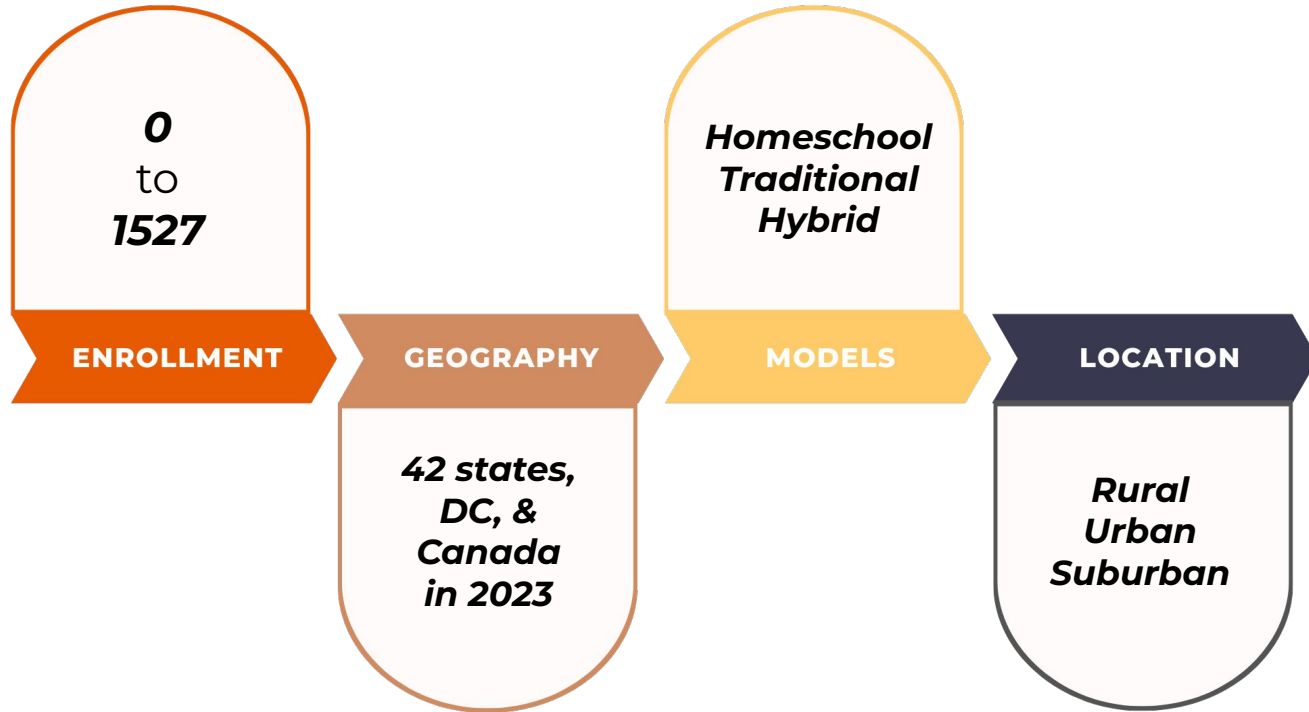
A Proven Track Record

99% SATISFACTION RATING IN 2023

NET PROMOTER SCORE OF 97

www.herzogfoundation.com

We've helped schools like yours create positive change.



What You Can Expect:

PROVEN STRATEGIES

APPLIED PRACTICE

COACHING SUPPORT

NETWORKING OPPORTUNITIES

You can do it. We can help.

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

At the Herzog Foundation we know that you want to lead a flourishing Christian school. In order to do that, you need to meet your enrollment goals. The problem is that you have limited time and resources which makes you feel overwhelmed. But we believe that **every empty seat is a missed opportunity**. We understand the unique challenges of growing a Christian school which is why we are committed to helping you learn how to do Marketing & Enrollment well.



You can do it. We can help.

Here's how we'll do it:

1. Preach
2. Practice
3. Plan

So, go all in!

And turn your empty seats from
missed opportunities
to missional opportunities.

Raising Healthy Kids in a Polluted World

You want your kids to flourish. You want them to enjoy being kids. But you also want to protect them from a dangerous world.

That can feel hard in today's sometimes-toxic world. Not only must parents be concerned about the plan for their children's academic success, but now you also have to worry about the culture, morality, and safety of their social settings and school environments.

We get it. That's why The Rock School has created a school experience that's different from the rest. Our approach is a simple one: provide every student with a robust learning experience combined with thoughtful Christian formation, all grounded in a vibrant and healthy school culture where students are seen, known, loved, and safe.

The Fruit of Flourishing

WELL-EDUCATED	CONNECTED TO GOD	ENGAGING THE WORLD
Knowledgeable thinkers and inquirers who delight in discovering God's world as lifelong learners.	Caring and courageous Christ-followers who trust in God and nurture their spiritual lives.	Principled peacemakers who are committed to a love of neighbor and a service to others.

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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.
NSA 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.



I AM A SCRIPTOR. 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®
Just for Excellence
"Do it heartily as to the Lord." Gal. 3:23



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

I AM A WARRIOR.

 VALLEY CHRISTIAN SCHOOLS®
Just for Excellence
"Do it heartily as to the Lord." Gal. 3:23
 Academic Achievement • Artistic Beauty • Athletic Distinction
 VALLEY CHRISTIAN SCHOOLS • KINDERGARTEN THROUGH 12TH GRADE • SAN JOSE, CA • 808-913-2600 • WWW.VCS.NET



HF

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.

HF



Crafting the Message

HF

A large, white, stylized brushstroke graphic that resembles a thick, expressive line, possibly representing a pen or a paintbrush, extending from the bottom left towards the right side of the frame.

#1: Write with a specific audience in mind.

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

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- Write more like a **Blog**, less like a **Wikipedia page**.

#1: Write with a specific audience in mind.

[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 with a specific audience in mind.

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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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!

HF

Like a
good neighbor,
State Farm
is there.®



Allstate®
You're in good hands.



Nationwide®
is on your side

GEICO®

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



HF

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**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.





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 ▾



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

HF



FREE-RANGE KIDS

Toronto Schools Don't Want Children Harmed by the Solar Eclipse

More like total eclipse of the fun.

LENORE SKENAZY | 2.8.2024 4:00 PM





Solar eclipse (Mira Agron | Dreamstime.com)

School's out on April 8 for many kids in the U.S. and Canada. On that date, a full solar eclipse will be visible from Texas to Ontario.

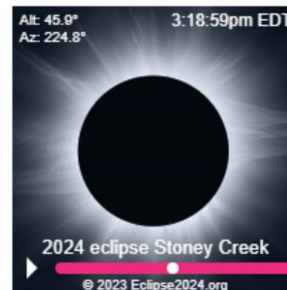
This has prompted some Canadian schools to take action.

"There are risks associated with viewing a solar eclipse," announced Toronto-area school boards.

Stay tuned for more details about how we will learn, prepare, and celebrate Solar Eclipse 2024!


In Christ,

Kevin Huinink
Executive Director



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 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 🙏

"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 Kayla Pollard [?] · March 25 at 10:41 AM · 🌐

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 opti
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 [?] · April 1 at 10:41 AM · 🌐


DAY 1 TRS ONLINE - share your 📷 photos 📷 of your first day of school. 🙌 #WeAreTheRock

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

👍❤️ 22 86 Comments


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

Whether we are gathered on campus or online, #WeAreTheRock. Read about our plan to offer K-12 online programming for the duration of school closures.



THEROCKLIONS.COM

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



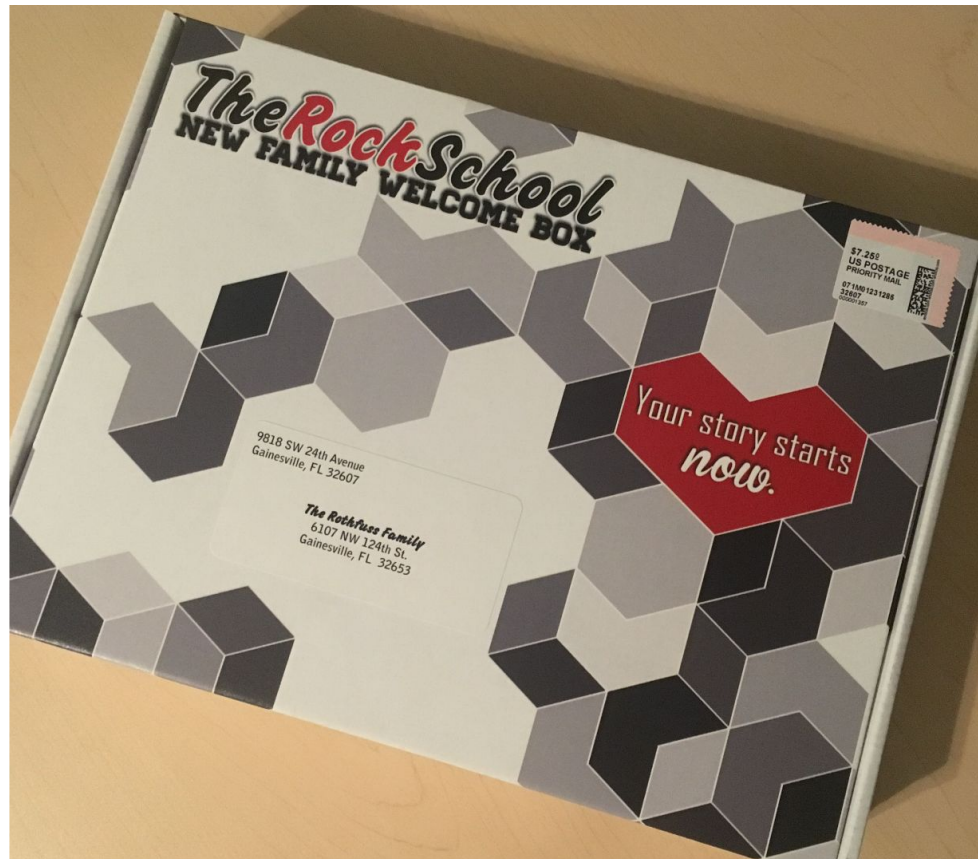
Watch together with friends or with a group Start

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.**”





“We’ve been at [*\$20,000 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

HF





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

A promotional image for Saturday Night Live featuring the main cast members in a modern office environment. From left to right: Colin Hanks stands in a vest and tie; Tina Fey stands in a red patterned top and black skirt; Julia Louis-Dreyfus stands in a black blazer; Tim Allen stands in a dark suit. In the foreground, Amy Poehler and Steve Carell are seated in a red office chair, looking towards the standing group. The background shows a city skyline through large windows. The SNL logo is overlaid in the bottom left corner.

SNL

Brand Narrative





HF



Your 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

Ability KC builds brighter futures for individuals living with disabilities through comprehensive medical, educational, and vocational therapeutic services. Our work is 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 support they need to fully participate in our community. We deliver holistic, individualized care, using cutting-edge, evidence-based practices, and we measure success by the unique goals the people we serve set and achieve.

Using Ability KC's mission statement language

KC doesn't work without Ability KC

Nodding to the vast historical knowledge AKC has

Emphasis on the community impact

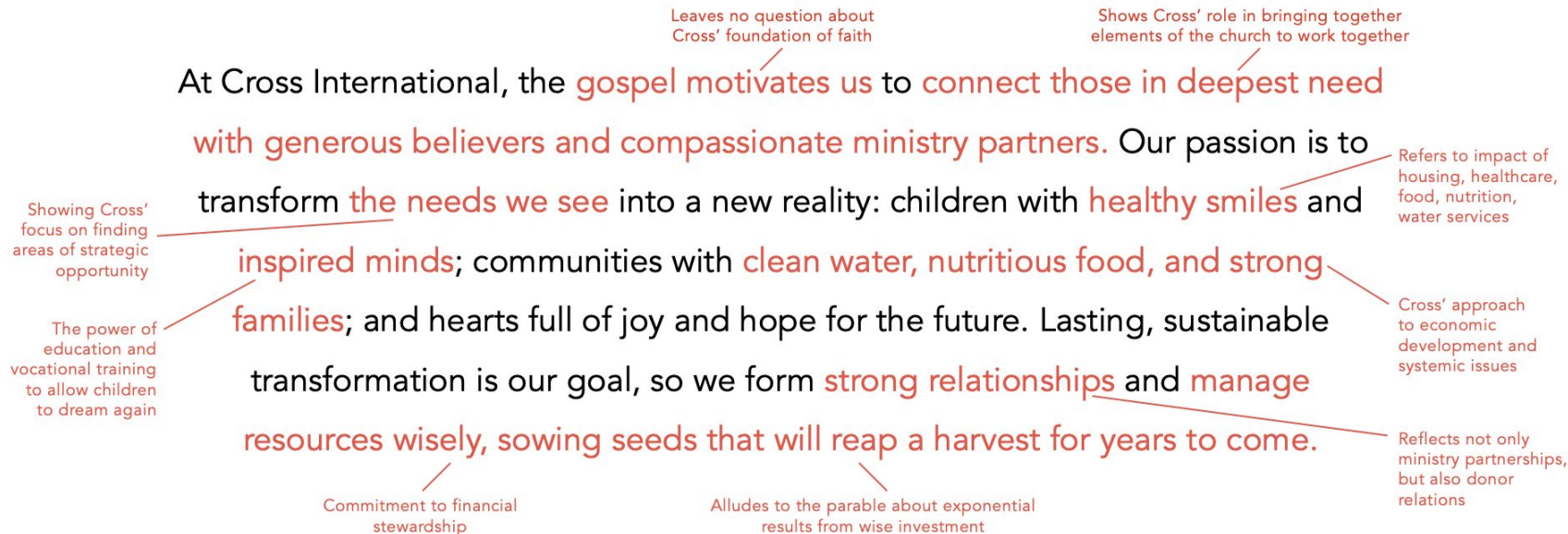
Getting a key differentiator into the core message

Concise description of therapeutic values

Our success is our clients' success.



core brand message





core brand message

Describing what CC programs do in emotional language

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.

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).

Landmark Christian School prepares students to impact the world for Christ. In order to do this, the school offers a world class education in a Christ-centered environment. Landmark students step into college ready to live out their faith, equipped to lead well, and prepared to steward God's unique purpose for their lives.



POSITIONING STATEMENT

The role of our positioning statement is to lay the foundation for who The Rock School is and to help inspire the messages we communicate going forward. Our positioning statement frames our identity and purpose and informs how we communicate to those we serve, staying true to our roots and beliefs.



THE ROCK SCHOOL
A Foundation *for* Flourishing

For families seeking a positive school experience for their children, The Rock School is a Pre-K and K-12 program that provides ***excellent, diversified education in a safe and Biblical-centered environment.***

Through a humanized and forward-thinking approach, students are equipped with the skills and confidence to fulfill God's purpose and calling in their life. At The Rock School, students are seen, known, and loved. Our teachers truly care for each student and personalize learning to their needs. Through purpose-driven academics and activities, our students grow in critical thinking, creativity, communication, and collaboration which instills a love for life-long learning.

By connecting faith, family, and education, the lives of students and families are transformed academically, spiritually, and emotionally ***for the glory of God.***

What types
of stories
would you
expect to see
(or not see)?



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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.



Target

The right people

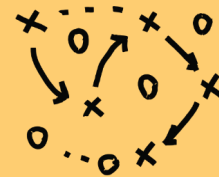
Audience
Personas
Ideal Advocates



Message

The right stories

Vision & Mission
Graduate Profile
Story Structure
Differentiation
Brand Narrative



Tactics

The right ways



Take a Break!

HF

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