	Open house attendance How do you get people to come?
Remember the two goals for your academic open house:	1) reminding current parents

- Create an invitation parents can give to friends. This can be a postcard and should include your two best reasons someone should consider your school. Give these out copiously and often to parents.
- Give the same postcard to church members. Ask members to come and bring a friend.

Mail invitations to everyone you can think of...

- Everyone who has contacted the school. (If you don't already have a system for getting these names and addresses, click here for a form and here for the system of using it.)
- Everyone who has been referred to you. (See the note above.)
- All families with school-aged children in your constituent churches. You and your staff should also invite these families personally.
- If your school has the budget for it, consider mailing the postcard to a purchased mailing list for your community. If you want to do this, please call me and we can talk about the specifics for your community.

Credits:

Justine Leonie:

Thank you for your great ideas for 1) getting applications and fees for the following year early enough to use in building your budget, and 2) giving prizes to students who bring a friend.

Binder tab: September

(This year I am asking you to do this now, but in future years you should start in September with creating invitations and promoting your January/February open house.)

School size: All