

Advertise these options in your open house promotions

The headline and copy should focus on the benefits of your school, and you can also list all the great things they can see and do at your open house. But you will get more bang for your buck by listing each of the options for seeing your school. That way, the materials you print and distribute in early January do not become obsolete the minute your open house is over.

You can see samples from Chico Oaks and Foothills schools in the next pages. If not, go to: [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scroll to October. They are under “Tip-Offer option for visiting your school.”

Delegating:

You will need to decide which additional options to offer for inviting parents to your campus. Creating the materials that promote those alternatives can be done by a volunteer or other staff member.

Binder tab: October (Place this after "Tip-Create the materials for promoting your open house" in your binder.)

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?¹
- 5) How do we track results?

¹ Recommendations for #4 “How do we tell our community?” assume your school is doing a good job of pleasing and retaining your current families—specifically your *parent NPS is above 65* and your *retention rate is over 90%* (as listed in the "opening