

Engaging Potential Families at Your School

1. At initial contact;
 - a. Information Form is started
 - b. Get as much contact information as possible
 - c. Schedule a visit with the principal
 - d. Avoid the tuition question if possible
2. Note to parent confirming visit with principal
3. At visit;
 - a. At a quiet table to talk, no tour to start with
 - b. Pray with family.
 - c. Explain that this meeting is to determine if we are the right fit for each other.
 - d. Ask these two questions, then listen well.
 - i. Why are you contemplating a change?
 - ii. What are you looking for in a school?
 - e. Describe how your school program can meet the needs expressed above. Show your passion for your Mission/Vision statement.
 - f. Ask if they have any questions for you.
 - g. Offer a tour of the campus; tell them to feel free to ask questions during tour.
 - h. Peek in classrooms, introduce them to faculty and staff as appropriate, let them see happy children.
 - i. After tour return to initial meeting place give initial application form and offer a classroom visit by parent and child.
 - j. End with a prayer that God will lead family to the best school for them, whether or not it is yours.
 - k. Send thank you note expressing your pleasure in the visit.
 - l. Follow up as appropriate.

Potential Student Leads Information Form

Date, Method of Contact _____

Name _____

Address _____

Phone _____

How did you hear about our school? _____

Children

Name _____ Grade _____

Name _____ Grade _____

Name _____ Grade _____

Action Checklist

___ Consultation with Principal scheduled for _____

___ Appointment confirmed by handwritten note by Principal with flyer
(if available) (same day)

___ Consultation completed, parent given initial application form and
tuition information and classroom visit by parent and child scheduled
for _____

___ Handwritten thank you note written by Principal (same day)

___ School visit with child, parent(s) and teacher completed

___ Handwritten thank you note from principal and teacher mailed
(same day)

___ Follow-up call (one week later) from principal

- Are there any further questions we can answer?
- If you child is not coming here, what school?
- Do you mind telling us what was the key in your decision?

Application form has been returned by the parents. . . ___ yes ___ no