Idaho Parental Choice Tax Credit Strategy Plan for Catholic Schools

The Idaho Parental Choice Tax Credit presents a major opportunity for Catholic and independent schools to support enrollment growth, family retention, affordability messaging, and fundraising strategy. This document outlines a recommended plan for website integration, communications, implementation timelines, and development opportunities.

1. Website Strategy

A. Dedicated Landing Page

Create a dedicated page titled "Idaho Parental Choice Tax Credit" that functions as:

- An admissions tool
- A retention tool
- A tuition affordability resource
- A fundraising conversation starter

Suggested Website Structure

Hero Section

Headline: Idaho Families May Qualify for Up to $5,000 Per Student Toward Tuition

Subheadline: St. Mary's is committed to helping families understand and access the Idaho Parental Choice Tax Credit program.

Suggested Buttons:

- Learn How It Works
- Schedule a Tuition Conversation
- Apply to St. Mary's

What Is It?

Provide plain-language explanations of:

- Refundable state tax credit
- Eligible nonpublic education expenses
- First-come, first-served structure
- Families apply directly through Idaho

Who May Qualify?

Simple eligibility bullets:

- Idaho residents
- K–12 students
- Students not enrolled in public school
- Qualifying educational expenses

How St. Mary's Helps

Examples:

- Parent workshops
- Step-by-step guides
- Admissions office support
- Tuition planning meetings
- Documentation assistance

Estimated Tuition Impact

Example framing:
Tuition: $7,500
Potential Idaho Tax Credit: -$5,000
Possible Net Cost: ~$2,500

Clarify that awards are not guaranteed.

2. Important Timeline and Communication Calendar

Date/Season	Recommended Actions
Summer (June–August)	Launch website page, publish FAQ, begin admissions messaging, create social media awareness campaign.
Fall (September–November)	Host parent information sessions, encourage TAP account setup, provide tax readiness reminders.
December	Final application preparation support, reminders, and communications.
January 15	Application window opens.
January–March	Offer application support events, office hours, reminder emails, and tech assistance.
March 15	Application window closes.

3. Fundraising Opportunities

Bridge the Gap Fund

Develop fundraising efforts to help families cover remaining tuition, fees, uniforms, transportation, and enrichment costs.

Matching Campaigns

Frame donor messaging around amplifying the impact of state support for Catholic education.

Retention Scholarships

Focus philanthropy on helping multi-child families and retaining middle school students.

4. Internal School Preparation

Ensure all frontline staff can confidently explain:

- What the program is
- Who may qualify
- Key dates and deadlines
- Where families apply
- What support the school offers

Recommended internal resources:

- One-page FAQ
- Admissions scripts
- Parish bulletin language
- Pastor talking points
- Business office training

Strategic Opportunity

Schools that communicate this opportunity clearly may:

- Increase enrollment inquiries
- Improve reenrollment
- Reduce affordability objections
- Strengthen parish-school alignment

This may represent a major affordability shift for Catholic education in Idaho.

Reference Sources

- Idaho State Tax Commission – Parental Choice Tax Credit Guidance
- Idaho Education News coverage and implementation updates