



The Future School

Marketing

Without marketing a great idea is like a tree falling in the woods...no one knows or cares. The purpose of the Marketing Committee is to discuss and determine:

- ☐ What kind of marketing is needed?
- ☐ What internal or external expertise is needed?
- ☐ How do we use social media?
- ☐ What are the challenges of marketing a private school in an economically challenged area?

BRAINSTORM:

- ☐ Open house
- ☐ Online school tour
- ☐ Orientation
- ☐ Good Review/ Niche Report Card
- ☐ Framework

Challenges	Possible Solutions	Notes/Links/Resources
1. What is your target market?	Make the school exclusively Bridgeport. Learner population, Funding, Board members. We know... there are drawbacks. But, it is one potential ideal. It can be a gem that the community owns, identifies with. It could be helpful getting Bridgeport to understand it can use its own power and resources to get something done, not look outside the community. And, it can be diverse within the community.	Federal courthouse, thriving art community, architectural firm, small businesses. Could you find 32 small businesses to sponsor one student for \$10K/year? Small business owners who have taken their own path may be very open to supporting educational alternatives.



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2. Open pitch	<ul style="list-style-type: none">• A good mission statement.• Comparison of TFS and other schools• visual outlooks• statistics• power of choice, listen to students and families and what they want	
3. Framework	<ul style="list-style-type: none">• Real life scenarios that grab people to attend TFS• what school offers that others don't• what Bridgeport needs• vulnerable and personal (diction) stories• opportunities that are available	
4. Student profiles	<ul style="list-style-type: none">• Kinds we're looking for• lottery percentages	
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