

ADVANCEMENT CERTIFICATE PROGRAM

CATHOLIC SCHOOLS
CENTER OF
EXCELLENCE

This marketing kit was created to highlight the CSCOE programming that schools utilize in an effort to support school-level enrollment. Therefore, content is directed toward potential families. These suggestions and templates are designed to be easily editable and adjusted to meet the needs of individual schools.

ELEVATOR PITCH

At [School Name], excellence does not happen by accident. Our school leadership is taking intentional steps to strengthen advancement. That means engaging our community, telling our story, and planning for a sustainable future. Through CSCOE's Advancement Certificate Program, we are gaining practical tools to help our school grow and create even greater opportunities for students and families.

WHAT DOES THIS MEAN FOR YOUR CHILD?

- Long-term excellence, instilling school pride
- Expanded opportunities for scholarships and financial support
- A welcoming and engaged school
- A strong school community for future generations

TAGLINE TO CONSIDER

"A thriving school today means greater opportunities for students tomorrow."

SOCIAL MEDIA POSTS

Help us amplify the impact of our shared mission! When you promote a CSCOE program, be sure to tag CSCOE so we can celebrate your work and help spread the word.

Tag us on FACEBOOK – @CSCOE | Tag us on INSTAGRAM – @cscoe_mn

Social Media Post #1 - A Stronger School Starts with a Clear Vision

Copy: Through CSCOE's Advancement Certificate Program, [School Name] is strengthening how we tell our story, engage our community, and plan for the future.

For families, that means stronger programs, greater opportunities, and a school prepared to grow and thrive.

Because when our school is strong, every child benefits.

Photo: Thriving and happy students or engaged and active alumni

Social Media Post #2 - Our Families Are Our Greatest Ambassadors

Copy: Enrollment grows when families share what makes their school special.

Through CSCOE's Advancement Certificate Program, [School Name] is building stronger relationships and inviting more families into our mission.

Share your story. Welcome a new family. Invite someone to visit.

Together, we can help more children experience Catholic education.

Photo: A current family gathering with a new family; two families together

Video: Students and families together on a special event night — grandparent's day, STEM night, etc...(shows bringing more people into the community)

Social Media Post #3 - Advancing the mission is more than just writing a check

Copy - You don't have to write a check to advance our mission.

Every act of support strengthens our community.

You can...



Volunteer



Read with students



Pray for our school



Attend events



Welcome new families



Share why you love our school

Photo: Volunteers in action at your school

Video: Reel or video showing the different ways people advance the mission of your school

PARISH BULLETIN

We are grateful for the leadership of [Principal's Name], who is participating in CSCOE's Advancement Certificate Program to strengthen our school's storytelling, community engagement, enrollment efforts, and long-term sustainability. This work will help us invite more families into our mission and create greater opportunities for the students we serve.

SCHOOL NEWSLETTER

Idea #1 - Provide a parent or alumni testimonial

Idea #2 - Invite families to leave a positive online review

Idea #3 - Support and include local businesses and/or community partners in creative ways (restaurant nights; partnerships, etc)

STORYTELLING GUIDE



Photos to Snap

- Parent volunteers
- Family events
- Alumni or parish involvement



Video to Catch

- New families being welcomed
- Faith, service, academics, and student activities
- Programs or opportunities supported through advancement efforts!



Suggested Interviews

- Parent volunteer
- Alumni
- Principal



Ask This – Potential Prompts

- Why do you choose to invest your time in our school?
- To a parent: “Why did you choose this school?”
- To a student: “What makes this school special?”



Don't Miss This – *a positive family experience*