



BOOSTING ENROLLMENT

Students Spreading the Word

- ◆ Send students back to school with "Invite a Friend" flyers found in the [template library](#) to share with their friends
 - ◇ Offer a treat or reward for bringing a friend
 - ◇ Let kids share your program's personalized business cards (order on the [Storefront](#))
- ◆ Provide LifeWise t-shirts to all students and encourage them to wear their shirts on LifeWise day

Community Events

- ◆ Attend events such as school open house, National Night Out, Trunk or Treat and parades to hand out enrollment forms or flyers (see [Community Outreach Strategies](#) for more ideas)
- ◆ Partner with clubs or other ministry organizations to share information about your program

School Communication Channels

- ◆ Ask the school to share printed materials
 - ◇ Send home registration forms and/or flyers with students
 - ◇ Keep spare registration forms in the office
- ◆ Ask the school to share resources electronically
 - ◇ Share the online registration link with school secretaries so they have it if parents inquire
 - ◇ Include the enrollment form on the school's online site for flyers and upcoming events

Social Media

- ◆ Use Facebook and Instagram to share registration information
- ◆ Post frequently and ask people to like or share your page to reach a wider audience

Church Involvement

- ◆ Ask area churches if you can advertise on their bulletins, websites and signs
- ◆ Send information home with Vacation Bible School and Sunday school participants

Local Media

- ◆ Advertise in local magazines and papers
- ◆ Submit a press release and encourage local media to do a story on your program (refer to this [article](#) for guidelines and templates)

Mailings

- ◆ Use Mailchimp newsletters to ask supporters to share enrollment information with friends
- ◆ Request a release of records from the school and send [Parent Packets](#) to all parents. Include a registration form, cover letter, parent brochure and window decal in each packet.
- ◆ Send postcards from the Storefront with registration information

Signs

◆ Rent a billboard or use yard signs to increase awareness