



Building Charter School Community Awareness, Engagement and Support

Create Brand Recognition - take proactive, strategic steps to present your school in the best possible light, creating a robust and positive perception. It's about controlling that first impression in parents' minds, combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.

School Website

- Use your brand to create a navigable, well-designed, accessible website.
- Focus on design and content, while aligning with the school's mission, vision, and values.
- Engage parents using your website as the most effective tool for your school to market its strengths, improve communication, and build a solid, trusting reputation within its community.

Marketing

Consider the following:

- Social media: Facebook, Instagram, Twitter
- Radio or TV ads
- Billboards
- Direct mail/postcards
- Door hangers within 5 miles
- Canvas desired zip codes
- Encourage families of already-enrolled students to advocate on the school's behalf

Press Releases to Community Newspapers/Websites

- Send out media releases as an inexpensive way to disseminate information about a proposed charter school and also keep the community apprised of upcoming events.

Community Events

- Become a consistent presence at community events, fairs, festivals, farmer's markets, and church functions.
- Be creative, set up a table or booth - you want to stand out!
- Set up a table outside grocery stores and recruit families.

Outreach

- Contact key community members to discuss and promote your developing charter school.
- Talk to business leaders, neighbors of the proposed facility location, civic organizations, and legislators.
- Provide written information about your school and how to contact one or two charter committee members.
- Forge relationships with feeder schools and PreK programs.

Community Informational Meetings

- Hold meetings for prospective parents to learn about your school model, and what sets it apart from other schools and share your school's mission and vision.
- Conduct meetings at the public library, community center, city council meeting room, or in someone's home.
- Distribute information about your school.