

# Publicity



**Distribution:** execute plan to keep the academy in the forefront of the community  
literature stocked at local chambers, hotels, realtors, schools,  
website linked to church's, MCC, diocese and chamber sites

**Web:** execute plan to keep the website relevant and easily accessible  
keep website fresh, manage social media sites

**Community:** act as the conduit between the academy - local media & organizations  
active in local organizations ie Chamber of Commerce's, civic groups  
speak at local churches, keep academy in the eyes of the media

**Materials:** keep and manage printed materials in collaboration with the web team  
literature needs to be kept fresh and printed, including brochures, Yellow Pages,  
promotional CD's, video, letterhead, PowerPoint presentations for promotional use,  
all materials need to be easily accessible

Lori & Steve Paul

# Overview



This development plan was reviewed by the Board of Trustees and the Corporate Board

The plan calls for 100% participation by parents. We Expect all families to donate just a little bit of time.

The net result of this plan includes higher enrollment, Lower tuition, financial stability and monies available For capital projects.

Contact Beth & Joe Beranek For details 715-582-1018 or <a href="mailto:jberanek@new.rr.com">jberanek@new.rr.com</a>
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# Recruit



**Local:** focus on recruitment activities through local pre-schools, day-care facilities, MCC, home-school, public schools and Faith Lutheran, alumni, and through friends and relatives of current students

**Neighboring Communities:** communicate academy advantages within parishes outside of Marinette / Menominee / Peshtigo, build relationship with parishes and clergy from towns such as Oconto, Coleman, Crivitz, Lena, Stephenson and Wausaukee

**Transplants:** work with parishes to contact new parishioners, communicate with those new parishioners, build rapport with local employers who bring in outside talent i.e. mfg's & colleges & medical, hold events to bring local employers into the academy

Need team leaders

# Retain



**Student:** develop and implement plan to build the student interest in the academy including school spirit, activities, social events, work with Publicity – community team to get the students involved in community projects

**Family:** develop and implement plan to keep families involved in the academy, building a community feeling, work with administration to improve two way communication with the families, schedule events to introduce new families to the academy, develop and implement plan to build pride and ownership in the academy

**Faculty:** develop and execute plan to retain top faculty outside of increasing salary, include “soft” selling like appreciation days monthly gifts, faculty dinners, tickets to events etc...

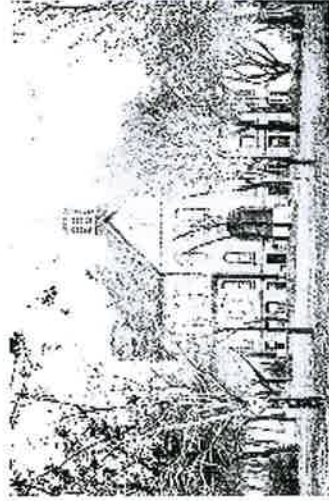
Katie & Jamie Benson

# Grants

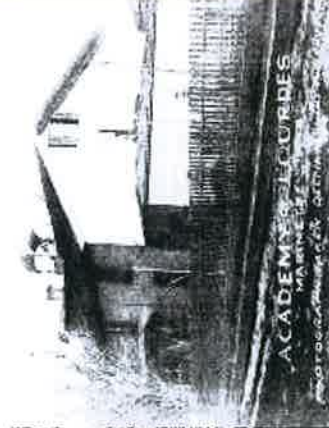


**Research:** find grant opportunities that fit the needs of the academy, collect and build information data base

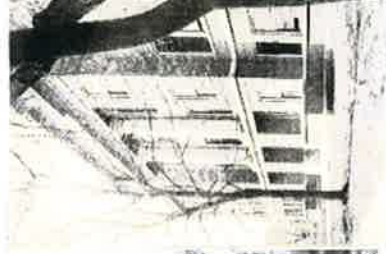
**Writing:** develop, write and follow-up on grants that fit the needs of the academy, work in conjunction with the research team



*St. Mary's Institute*



*Our Lady of Lourdes*



*Catholic Central*



*St. Mary's Peshigo*

Giselle & Bob Eberly Pasos

# Giving



**Annual Giving:** execute timely and creative annual giving campaigns to reach the greatest number of givers while targeting new givers every year, keep the AGC list updated, work with CC Foundation on sharing information

**Fundraising:** coordinate fundraising schedule, assuring fundraisers do not clash with other community or parish fundraisers, assuring fundraiser teams are well staffed, keep a master list of volunteers

**Endowments & Trusts:** identify potential supporters, build rapport, understand and communicate legal giving options, facilitate strong relationship with the giver, planned giving capital campaigns



Beth & Joe Beranek