

YKCS MARKETING TASK FORCE REPORT



A Marketing Task Force has been formed consisting of Avery Stewart, Donna Worthing and Laurie Jefferies. The purpose of the task force is to market YKCS through a variety of medium to reach those parents who would have an interest in enrolling their child(ren) in our school. Increasing enrollment in YKCS will decrease the financial shortfall each year and ease the burden of fundraising. As a task force, we need all parents to help us carry out this mission.

Ways you can help:

- 1) Pray! Please pray that God will continue to work in the lives of our staff, students and families and that He will draw more families to the school. Pray that the work the Marketing Task Force does will be God-directed and will honor and glorify Him.
- 2) Tell family and friends about YKCS! If you specifically refer someone to send their child(ren) to YKCS, please let Avery know that you referred them and give him their contact information so he can follow up with the family.
- 3) Sign up for one or more of the following ways you can help the Marketing Task Force! We would rather have a lot of people doing a little than a few doing everything.

Please check off any of the areas that you are interested in learning more about or that you think you may be able to help with. If you know of someone who you think could help with a particular area, please let them know or give us their name so we can contact them.

Name(s): _____

Phone Number: _____

- Host an Off-Campus Open House** – invite a few friends that may be interested in sending their child(ren) to YKCS to your house. Avery and possibly a couple of teachers would be on hand to share and answer questions. Commitment – 1 time event
- Write articles for the local newspapers** – write 2 - 8 articles highlighting special events, successes of our students etc. Commitment – 2 - 8 times in the year
- Photographer** – take pictures of events and day to day activities in the school to use for brochures and submissions to newspapers. Commitment – flexible
- Lay-out experience** – help update YKCS brochures and pamphlets and get them ready to distribute in the spring. Experience with publishing software and/or contacts with a graphics design company would be great! Commitment – task specific with completion before spring
- Church Ambassador** – volunteer to be the contact person for your church; responsibilities would include putting up posters, putting announcements in your bulletin, and making sure there are YKCS registrations packets available. Commitment – sporadic
Church: (please tell us which church you attend): _____
- Researcher** – potential tasks could include: find and summarize community demographics, survey analysis and summary. Commitment – task specific
- Website** - update and expand our current website. Commitment – task specific

If you have comments, suggestions, other ideas, or other ways you would like to help, please let us know!

"Please return this to the school with your Regal order on Thursday, November 26."