C.2 Advertising and Promotion

ADVERTISING / PROMOTION PLAN

If approved for the charter, marketing will commence in February 2011 with an opening date set for August 10, 2011. Because the school is starting small in an area of high demand and with existing parent support, advertising and promotion expenses can be kept to a minimum. Anticipated start-up marketing and advertising costs of under $3,000 include the following: Advertise in a weekly Church bulletin, Arizona Parenting Magazine as well as Go Gilbert Magazine. We will produce and mail 5,000 postcards and 10 posters to be posted in businesses serving local families (i.e., Pediatrician offices, ice cream shops, children's clothing boutiques, The Little Gym, pottery make and take shops). Business cards, informational tri-fold brochures and flyers will also be designed and printed. These printed advertising materials will be designed by a parent volunteer with print media experience and printing costs were estimated at VistaPrint.com, a popular online printer.

In year one, a number of the kindergarten students will feed from the existing private preschool. As such, expenditures of $1,500 were budgeted for continued marketing and advertising costs. There is a small cadre of parents at the existing private preschool who are eager to spread the word that the new charter GMS will offer a strong Montessori education in a loving environment. The existing private preschool has a website that will be updated with the charter school information. In an effort to have a continuum of the existing program, the private preschool and GMS website will be one in the same. It is a working objective to maintain a strong web presence by means of an informative website and regularly updated blog. To appeal to the highly educated target population, this method of digital communication is crucial. We will also make sure websites like GreatSchools.org, Yelp, and Yahoo!Local are updated with the most recent information, links and pictures of our school.

Other strategies to be implemented include: A surrounding development's Homeowner's Association offers free on-line announcements. The Town of Gilbert has a large banner that hangs over Gilbert Road advertising new schools and town sponsored events.

TIMELINE FOR RECRUITMENT AND ENROLLMENT

February – March 2011

- Develop postcards, brochures and marketing/press packet
- Update website & existing school listings on the web
- Give school tours & conduct open house events
- Prepare for open enrollment (February 2011)
- Establish contact with media and place articles and letters to editor
- Attend formal meetings with community leaders
- Print and begin distributing postcards, brochures and media packets

April – July 2011

- Continue as above
- Build email list serve
- Push for early enrollment!
- Plan opening event worthy of publicity with photos in local papers

School Opens Aug 10, 2011