Host an open house. Have a parent bring a friend to the open house to show off your school. Be sure to provide scholarship information.

Include scholarship information about Step Up For Students, etc. at a new student orientation. Work with the existing families, they may have younger or older siblings that could apply and benefit from the scholarship.

Be sure to order your FREE Step Up for Students banner. Additional banners can be ordered through the Step Up school toolbox accessible through the website.

Make sure your website is up-to-date and includes information about Step Up. Make the information easy to find using the provided web banner. List accomplishments, parent/student testimonials. Be sure the website is in both English and the most prominent language(s) spoken in the neighborhood/by your families. Capture interested families in a database. Be sure to send them valuable information about your school. Highlight parent/student of the month on the website. Be sure to include a quote, picture, etc.

Reach out to Step Up for printed fliers.

Ensure teachers and administrators, etc. are communicating a consistent message.

Update your school profile on Greatschools.org, education.com and schooldigger.com and similar sites.

Reach out to schools with grades starting before yours. Develop relationships with administration and families. Example: preschool, VPK, day care centers, etc.

Host an event with a subject matter expert. Example: Homework made easy. Invite neighborhood families and the media.

Community Events/Community Awareness Day. Highlight points of interest and local history and cultural aspects in the community. Invite area artists, local historians, etc. Set up a recruiting booth at school carnivals or other school functions.