

Dear Step Up Education Partner,

Hello! We hope you are having a wonderful 2014-15 school year so far! It's hard to believe it's time to start thinking about the next school year.

We know recruiting new students is a challenge, but the good news is that marketing doesn't have to be expensive and we want to remind you we're here to help. Many strategies come with little or no cost. Here are some simple suggestions to consider:

First things first. Have you received your free Step Up For Students banner yet? We offer one free banner to our schools advertising the scholarship program. However, additional banners can be purchased and are available in English or Spanish. Many schools display these outside on fences and the front of the school building to catch the eye of passers-by. Please contact our enrollment specialist at enrollments@sufs.org to receive your initial free banner or to purchase others for \$79 apiece.

Seize the day(s). Create a plan. Recruitment efforts should be in the works all year long. Determine what is best for your school and when plans should be launched, then create a monthly marketing calendar to keep you on track. A school should always be stocked with Step Up fliers.. Please keep in mind that Step Up is always happy to send you fliers. What about hosting an open house, or simply canvassing nearby neighborhoods and circulating scholarship information?

Desktop efforts. Some recruitment efforts don't involve getting up from your desk. Many parents begin their search for their children's new school online. Will they be able to find your school on websites such as www.greatschools.org, www.education.com and www.schooldigger.com? These sites and others like them allow schools to post information about their school and its offerings online. Some sites like greatschools.org allow school administrators to include detailed highlights about their school's academics, sports and extracurricular activities. And most of these sites do this for free.

Online Presence. If you don't have a school website, please consider making it a priority to create one. If you don't have the funds to pay a company to create one, that's OK. See what expertise is already on campus. Maybe it could be a classroom project, or perhaps a teacher or parent volunteer enjoys tinkering with such things. It doesn't have to be fancy; a site with the basics is great.

Of course, once you have the site, advertise financial assistance available at the school including the Step Up For Students Scholarship Program. Click [here](#) to access a Step Up Internet banner. Some schools put the Step Up information right on their homepage, while others file it under a Financial Information tab. Additionally, be sure to highlight school accomplishments on your website and perhaps use testimonials from parents.

Involve current student families. People know people, so empower your school family to help with recruitment. Some schools use parental referral programs with incentives such as free lunches for their child, a break on fees, a college bond, free books and more when they refer friends to the school. Perhaps you could encourage a parent to share an email address for possible interested families and create a standard recruitment email to send out to prospective student families. At the very least, provide parents with fliers that they can share with their friends/contacts.

Never-ending possibilities. Whether your school has much of a marketing budget or not, the possibilities are endless to how you can market your school and recruit new students. Be creative, but clear in your message. Be available for questions and be ready for the answers. The more people who know about your school, the more likely you'll increase enrollment. Consider appointing a staff member or team members to be part of a marketing and recruiting committee, or seek out volunteers to test out some of these ideas.

Want more? Please see the recruitment and school marketing tip sheets on the school marketing tools webpage. We have also included media advisory and news release templates and samples. If you have any marketing ideas and suggestions, please share them with us by emailing schooltips@stepupforstudents.org. We will add them to our website to share with others.

Questions? Please don't hesitate to reach out to our marketing team. Please contact Amanda Lopez at 813.402.0177 or via email at alopez@stepupforstudents.org.

Most of this information applies to your school's recruitment in general, and not just for your Step Up For Students scholars. We want to give a helping hand in any way we can. Remember that your success is our success, too. We're proud to have you as part of the Step Up family.

Wishing you a prosperous school year,

Your Friends at Step Up For Students