

CORE VALUE 4: CATHOLIC SCHOOL ADVANCEMENT

BELIEF STATEMENTS

1. We believe that advancement is integral to the life and health of our schools, but many schools lack the necessary expertise and resources to mount effective development campaigns.
2. We believe that all Catholics, lay and clergy alike, should understand and support the teaching mission of the church as embodied by Catholic schools.
3. We believe the entire school and parish community (indeed, all Catholics) should recognize their vested interest in advancement, and share information and resources about best practices in this area.
4. We believe greater outreach is necessary to enhance advancement success – outreach to alumni, the business community, parishes without schools, and to clergy.
5. We believe that it is necessary to improve and expand marketing efforts, on an Archdiocesan and local level, to provide schools with greater visibility and support.

ACTION STEPS

The following initiatives need to be enhanced to improve the **Advancement** efforts of our Catholic schools:

1. Formulate a long-range, year-round Archdiocesan marketing plan on behalf of all schools;
2. Articulate each school's development goals in a five-year strategic plan;
3. Ensure that schools are "present" in the broader community via distribution of school newsletters, articles in the local media, community service activities, and students' attendance (in uniform) at Masses and other parish functions;
4. Encourage each local school board to take a leadership role in promoting the school's advancement efforts, even at schools that employ a staff development person;
5. Urge everyone connected with a school to become a cheerleader and ambassador since positive "word of mouth" is one of the most powerful advancement tools;

6. Facilitate school advancement efforts by making information and resources available on the Office of Catholic Schools' website and by promoting collaboration among schools. Examples would include information regarding grant writing, joint purchasing, alternative sources of funding, matching gift opportunities, planned giving, adopt-a-student programs, and endowment funds;
7. Provide the necessary tools and guidance to support all aspects of the schools' marketing efforts.