

Click the play button below to watch the video to follow along with the PowerPoint presentation.

A Parent Ambassador Program

- Organizes parents of current students and prepares them to be part of the school's recruitment team.
- Sends them out into the community to **invite, connect, and build** relationships with parents of prospective students.
- Tracks the progress of the parents that Parent Ambassadors touch.



Advancement and Leadership
Services for Catholic Education

Parent Ambassadors
Maria Ippolito, Partner
Kathy Link, Partner

PARTNERS IN MISSION



MARIA IPPOLITO

- 15 years of Catholic school experience as teacher, admissions director, Director of Marketing for Archdiocese of Chicago
- Currently working as consultant for Big Shoulders Fund
- Communication, content creations, social media marketing focus
- Developed Parent Ambassador Program for Arch Chicago
- Lives in Chicago sending two sons (PreK and 2nd) to neighborhood Catholic school

PARTNERS IN MISSION



KATHY LINK

- 15 years of Catholic school experience
- Former Senior Director of Schools for the Healey Education Foundation
- Extensive elementary school experience in enrollment management, advancement, governance and work planning
- National presenter on recruitment and retention techniques
- Lives in Allentown, PA with her daughter, Madeline and 2 dogs

Parent Ambassador Program

Today's Goal

Leave today's webinar with a clear understanding of a Parent Ambassador program and tools to start one in your own school.

Parent Ambassador Program

- Started in 2010 to provide structure to “word of mouth” marketing
- Revised in 2012 to meet the needs of our schools
- Proven results in Chicago

A Parent Ambassador Program

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3 Steps to Develop a Parent Ambassador Program

1. Communicate
2. Kickoff Session
3. Follow Up

Communicate: Find a Lead Parent

*What makes a good **Lead Parent**?*

- Involved and positive about the school
- Connected with school families and the community
- Solid relationship with parents and teachers
- Strong leadership
- Comfortable talking to families

Communicate: Identify Your All Stars

*What makes a **good** Parent Ambassador?*

- Positive about the school (may already be involved or not)
- Connected with neighborhood or specific group (consider one per grade level, specific neighborhood, etc.)
- Strong leadership
- Comfortable talking to families
- New families/Pre-K families

Communicate: Best Practices

- **Hand-pick** and **CALL** families who will be your “All Stars”
 - Personal outreach is key
- Invite everyone

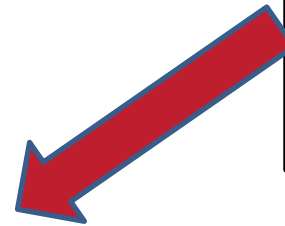
Kickoff Session: 5 Steps to a Successful Session

- Provide an overview of the Parent Ambassador Program.
- **Be specific in how your Parent Ambassadors can help.**
- Instruct parents as to which messages to deliver.
- Invite parents to share their ideas and suggestions.
- Set follow up procedures and the next meeting date.

Roles and Responsibilities of Parent Ambassadors

- MASS PRESENCE
- OUTREACH TO OTHER PARISHES
- ADMISSIONS EVENTS AMBASSADOR
- RELIGIOUS EDUCATION OUTREACH
- PERSONAL CONTACTS
- OFFICE HOURS
- COMMUNITY CANVASSING
- MENTORS
- LOCAL OFFICIALS OUTREACH
- DIGITAL MARKETING SUPPORT

IN ADVANCE OF THE MEETING PICK 2-3 OF THESE THAT WILL WORK BEST FOR YOUR SCHOOL.



Mass Presence

Parent Ambassadors can:

- ***Speak at Mass***
- ***Set up info tables after mass***
- ***Host events aimed at parish families with young kids***
- ***Serve as liaison between school and church***
- ***Collect information from Baptismal lists for outreach***
- ***Virtual Children's Mass***
- ***Live streaming Mass on your School page***

Outreach to Other Parishes/Organizations

(This same approach can work for non-Catholic church leaders)

- ***Introduce yourself and share some background information about your school.***
- ***Ask him if he knows any families with children who might be interested in a Catholic education.***
- ***Request permission for Parent Ambassadors to speak at Masses or set up information tables after Mass.***

Outreach to Other Parishes/ Organizations

(This same approach can work for non-Catholic church leaders)

- ***Appoint one parent as your local parish liaison and ask that parent to ensure coverage on a regular basis.***
- ***Consider hosting an open house for local pastors or stopping by their rectory with breakfast or lunch as an appreciation for their time.***
- ***Can we provide something to these communities now?
Can we share information with them to pass along to their constituents?***

(Virtual) Admissions Events Ambassador

Parent Ambassadors
can:

- ***Create materials***
- ***Promote the event***
- ***Follow up after
the event***

Before the event, Parent
Ambassadors can:

- ***Invite friends and family***
- ***Post details to personal
social media sites:
Facebook, Instagram,
Twitter, etc.***

Admissions Events

Let's talk about your events...

- *Is your calendar set?*
- *What types of events are you hosting?*
- *What is most successful?*

In this new reality.....

Religious Education Outreach

Parent Ambassadors can:

- *Call RE families to invite them to upcoming school/parish events*
- *Host events specifically aimed at RE families*
- *Write testimonial letter to be used in RE outreach*
- *Can we get these email lists? Share resources- BE A SOLUTION TO THEIR PROBLEM.*

Personal Contacts

Use personal networks to identify prospective students and their families and think about:

- *Where do parents and children gather?*
- *Who has children in grades K-8, who are Catholic or non-Catholic and who attend another school, including transfer students and children in junior high school?*
- *Who has newborns to four-year-olds and who are Catholic or non-Catholic?*
- *What extracurricular activities do we participate in with children?*
- *Referrals are key right now- we need to explicitly ask for help in this area.*

Office Support

Parent Ambassadors can help behind the scenes:

- ***Assist with mailings***
- ***Participate in follow up emails***
- ***Give school tours***
- ***Outreach to prospective families***
- ***Prepare marketing materials***

Office Support

Saying hello and sending love!

We hope and pray that you are doing well during these difficult times. At St. Margaret of Scotland, our building is closed, but our students hearts and minds are open. Our amazing community has participated in E-Learning from their homes. They are using technology to connect with teachers, students and even school leaders.

We wanted to share a few resources that may be helpful to you with your children at home:

- [Scholastic at Home](#)
- [Draw Every Day with JJK](#)
- [Explain Everything](#)

We hope you'll take a moment to view these two videos of our awesome students!



prospects

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Community Canvassing

Parent Ambassadors can:

- ***Visit several locations in the area that attract families and children where they could access information about the school: parks, libraries, day care centers, community organizations, real estate offices, local businesses (including Starbucks or McDonald's community boards), etc.***
- ***Participate and have a presence in community events (e.g. Fourth of July, Labor Day, educational fairs, etc.)***
- ***Distribute flyers to local restaurants***
- ***Lawn signs now?***

From Ambassadors to Mentors

Parent Ambassadors can:

- ***Reach out to new families before the year starts and answer potential questions***
- ***Host a new family welcome event at the school***
- ***Meet in advance of the school year for children to meet and parents to get acquainted***
- ***Connect virtually with new families to check in***
 - ***A word about new families...***

From Ambassadors to Mentors

Parent Ambassadors can:

- ***Serve as communication liaisons between school office and families***
- ***Function as “parking lot” monitors- if they hear gossip on the parking lot, they can bring it to a school leader***
- ***Act as “Room” parents***

Outreach to Local Officials

Parent Ambassadors can:

- ***Make calls to local officials***
- ***Ensure local officials know about school's value***
- ***Invite officials to events***
- ***Keep officials apprised of school happenings***
- ***SOME GOOD NEWS! Can we work together?***

Digital Support

Parent Ambassadors can:

- ***Website Review***
- ***Monitor review sites and provide reviews***
- ***Be online ambassador***
- ***Forward newsletter and invitations***
- ***Engage on social media***
- ***Online referrals***

Digital Support

Replies to Joyce's comment on St. Ethelreda School's post

[View Post](#)



Joyce Crowder
Sha'Liyah misses school soooooo much!!!

9h Like Reply Message



Raven Kay
Joyce Crowder I didn't know she went here.
We're considering this school for Malachi

45m Like Reply Message

Replying to Raven Kay - Cancel



E-LEARNING HIGHLIGHT

ON A SCALE OF 1-5, PLEASE RATE THE FOLLOWING ITEM. RESPONSE TO THE COVID-19 CRISIS WAS TIMELY AND EFFICIENT.

PARENTS GAVE US AN AVERAGE SCORE OF 4.9



Digital Support



St. John de la Salle Catholic Church & Academy

in 42 mins · 🌐

#TestimonialTuesday We love our families and appreciate their support through this challenging time.

" I believe the Catholic Schools were ahead of providing at home ways of the students to be able to do class work at home. A few weeks ago the Public Schools were scrambling trying to get 100,000- laptops or chrome books delivered to students for home study who don't have access, not to mention Wi Fi availability. The last I heard they were able to deliver 60,000- not sure if all have been delivered to date. I think most of the SJDL kids have availability access which is a Blessing. It looks like no store has been left unturned to try & help our kids. It's up to the kids & parents to follow through and that has its challenges too."

DARLYNN RAMSEY

ACTION/COMPLETION DATE

- Refine communication to parents _____
- Send communication out _____
- Personally contact active parents and those with a wide personal network _____
- Plan for training session, using the information developed in the guide book (pick 2 ideas that you heard today as goals) _____
- Training/Virtual Meeting _____
- Follow-up with Lead Parent _____

Next Steps

- What idea struck you today?
- When can you accomplish it?
- What will it take to accomplish?
- Who can help you?
- How can I help?

Q&R

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