

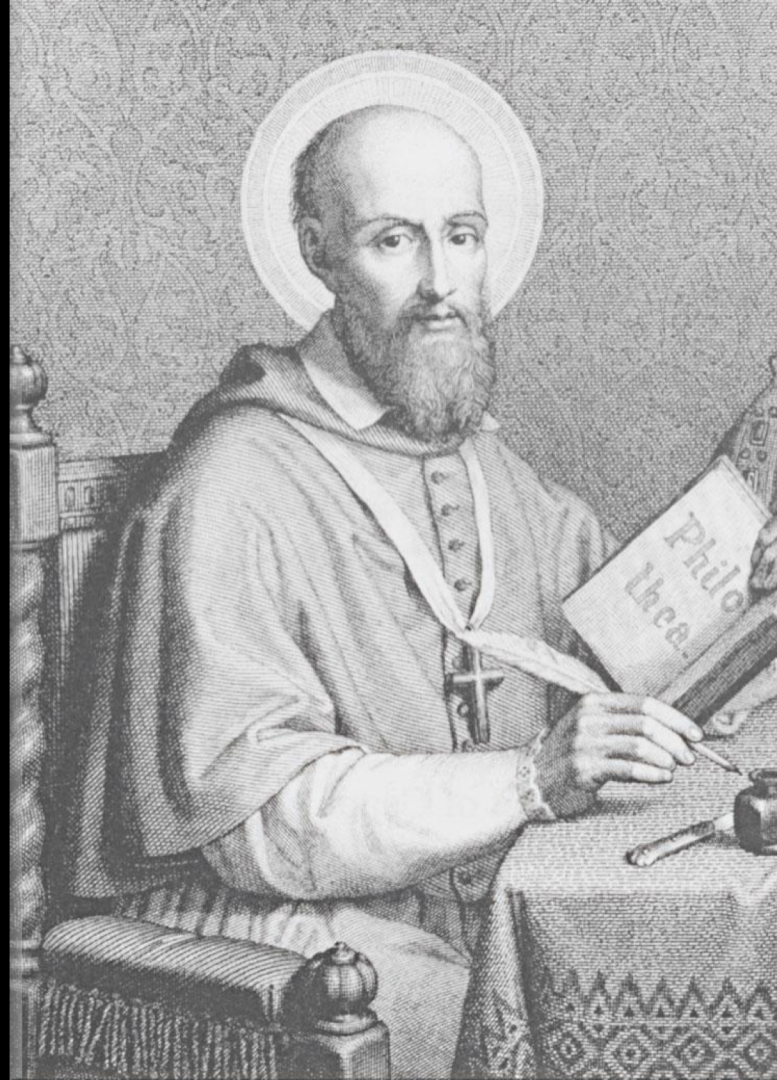
“Lookin’ Good!”

Is your school’s communication plan wearing sweatpants
or a designer suit?

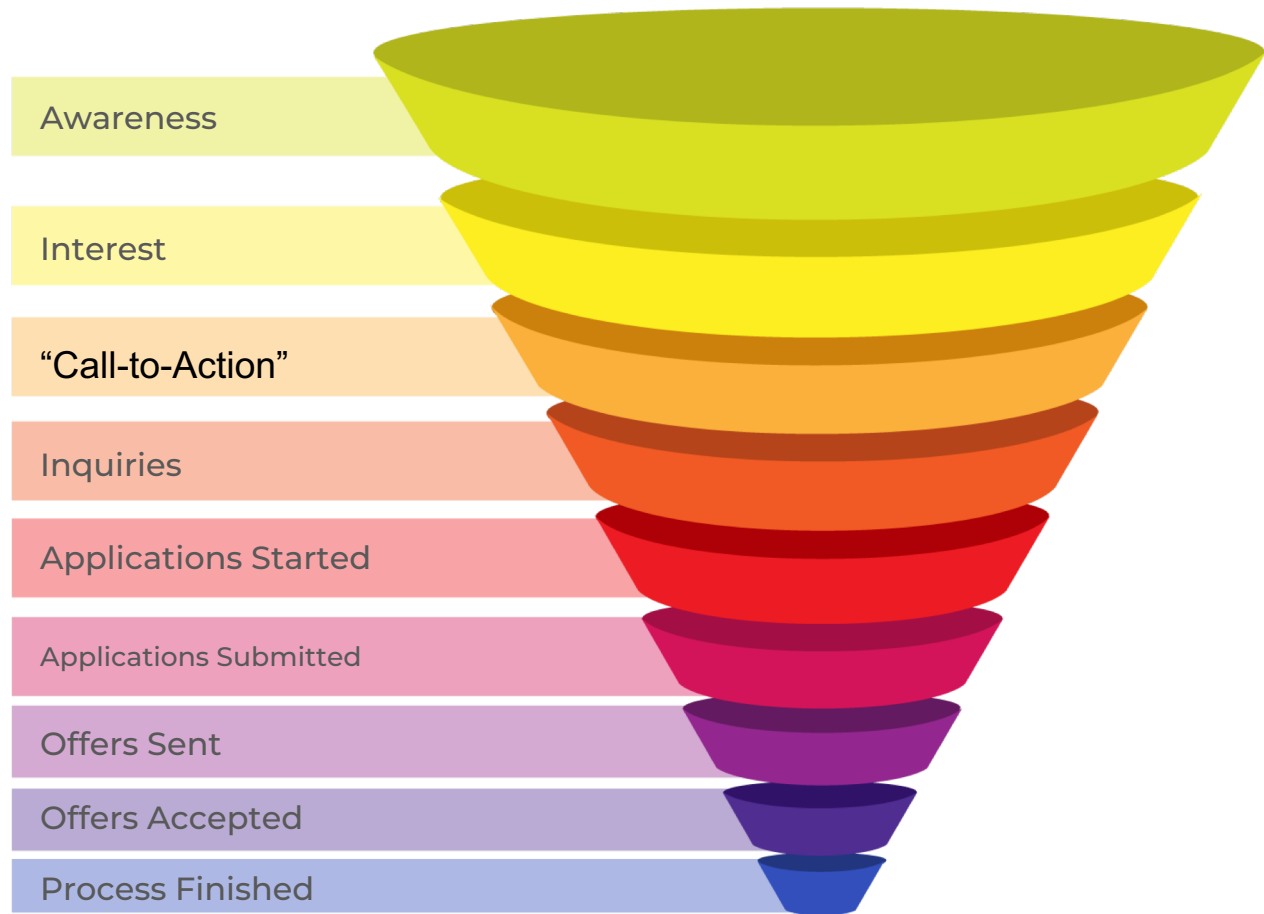
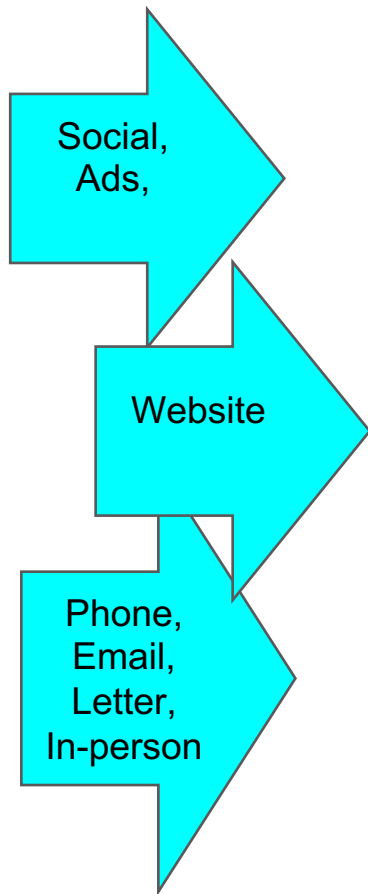


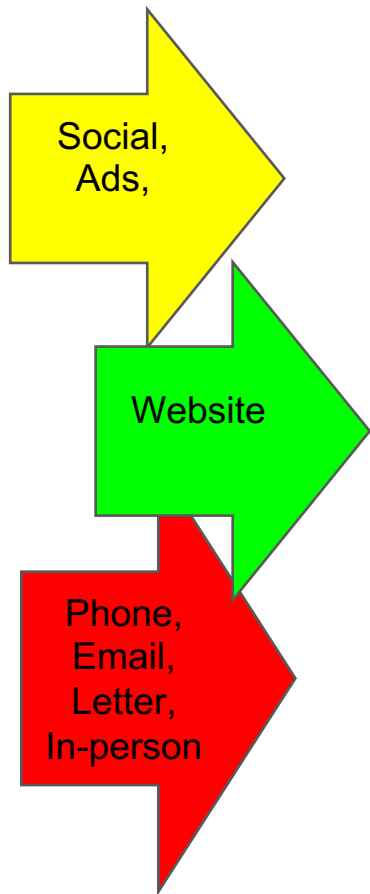
*“Be who you are
and be that well”*


St. Francis de Sales



2022 CONFERENCE FOR CATHOLIC SCHOOL IMAGINATION
IGNITING THE SPARK








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Your Child Deserves a Catholic School Education

Discover the benefits of our comprehensive and vibrant Catholic education


[Learn more about Catholic Education](#)



Give your child's FOUNDATION FOR LIFE

Our Catholic education provides the best possible start for your child's future. We offer a range of programs to help your child develop the skills and knowledge they need to succeed in life.


[Learn more about Catholic Education](#)



Msgr David L. Cassidy, Vicar for Catholic Schools

Msgr David L. Cassidy is the Vicar for Catholic Schools in the Perth Diocese. He is responsible for the spiritual and pastoral care of the Catholic schools in the diocese.

[Learn more about Msgr Cassidy](#)




Why Choose a Catholic Education?

Catholic education provides a holistic approach to learning, focusing on the intellectual, emotional, and spiritual development of the student. It offers a strong foundation for life and prepares students for the challenges of the future.

[Learn more about Catholic Education](#)


The latest from Catholic Schools



Starting a New School Year

As the new school year begins, we welcome all students and staff to a year of learning and growth. We are excited to see the progress of our students and the dedication of our staff.


[Continue Reading](#)



Encouraging Respectful Classroom Conversations

Creating a respectful and inclusive classroom environment is essential for effective learning. We provide resources and strategies to help teachers foster a culture of respect and open communication.

[Continue Reading](#)



Putting God First in Your Child's Life

Helping your child understand and live their faith is a key part of Catholic education. We offer resources and support to help parents and teachers guide their children in their spiritual journey.


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[See more articles](#)

Join Our Support Team Today!

Join our support team today and help us provide the best possible education for our students. We are looking for dedicated and passionate individuals who share our commitment to Catholic education.

[Apply Now](#)



How to apply?


There are several ways to apply for a Catholic school. You can visit our website, contact our admissions office, or reach out to your local parish. We will guide you through the process and ensure you have all the information you need.

[Apply Now](#)

Diocesan Events

Register for the Test for Admission into Catholic High Schools (TACHS)


[Learn more about TACHS](#)



Calling all grade 8 students

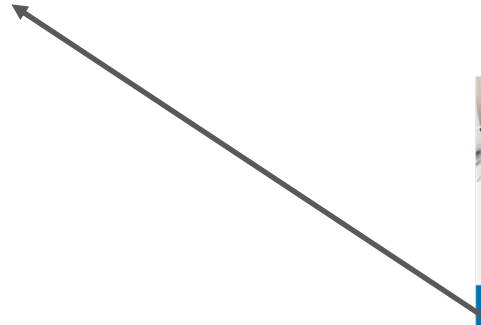
Join the TACHS program and discover the benefits of Catholic education. This is a unique opportunity for grade 8 students to explore their faith and prepare for the challenges of the future.

[Learn more about TACHS](#)



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Tour of the Marketing & Development Resource Center

A dark green background with various icons connected by dotted lines. Icons include a lightbulb, a magnifying glass over a globe, a computer monitor, a play button, a cube, a pie chart, and a wavy line. The text 'KNOWLEDGE CENTER' is written in large white letters across the center.

KNOWLEDGE CENTER

The Knowledge Center is your resource for videos, presentations, and how-to guides for recruitment, fundraising and using FACTS.



MARKETING AND RECRUITMENT

[Click to know more](#)



DEVELOPMENT - FUTURES IN EDUCATION

[Click to know more about FIE](#)



FACTS "HOW-TO" GUIDES

[Click to find a guide.](#)

MDRC Tour - FACTS

Search by key..

General Updates and Reminders - Most Recent

- **Contact list- Who to call or email for help rev 09 01 2022**
- **Teacher Trainings, FACTS basics recordings from Sept 2022**

Academics

- **Adding Class Sections in FACTS SIS**
- **Archiving Student's Academic Records in FACTS SIS**
- **Assign Teacher to a Class in FACTS SIS**
- **Calculate Final Term Grade in FACTS SIS**
- **Configure Class Rank & Honor Roll in FACTS SIS**
- **Create a Class Group in FACTS SIS**



MDRC Tour - FACTS

section

Academics

- **Adding Class Sections in FACTS SIS**

Students

- **Transfer Student Sections within Same Grade**



MDRC Tour - FACTS

Current Class Sections

Select Class from Course List

Select New

The screenshot displays the 'Classes' management interface. On the left, a 'Course List' contains various subjects like 2READ - Reading, 2SCI - Science, and 3MATH - Math, which is highlighted. A red arrow points from the 'Select Class from Course List' label to this list. In the center, the 'Class Sections' list shows '3MATH:A' and '3MATH:B'. A red arrow points from the 'Current Class Sections' label to this list. On the right, the 'General' tab for class ID 25946 shows dropdown menus for 'Course' (set to 3MATH) and 'Section' (set to A). Below these are fields for 'Instructor' (#1: Davey, Jon-Mark), 'Aide', and 'Room'. At the bottom, 'New' and 'General' buttons are visible. A red arrow points from the 'Select New' label to the 'New' button.

To Add a Single Section, enter Section Letter or Number and select **“Submit”**

Tour of the Marketing & Development Resource Center

A dark green graphic with various icons including a lightbulb, a magnifying glass over a globe, a laptop, a book, a pie chart, and a cube, connected by dotted lines. The text "KNOWLEDGE CENTER" is overlaid in white.

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MDRC Tour - Futures In Education

FIE SCHOOL DEVELOPMENT WEBINAR SLIDES



FINDING AND SHARING DONOR AND ALUMNI SUCCESS STORIES - MAY 2022



DEVELOPMENT NEXT STEPS/STRATEGIZING: REINTRODUCTION TO MAJOR GIFTS - MARCH 2022



GETTING STARTED WITH YOUR DEVELOPMENT PLAN- JANUARY 2022



CRAFTING A CASE STATEMENT- JANUARY 2021



ADAPTING TO 2020 NOW PRESENTATION - JANUARY 2020



RUNNING & ORGANIZING SUCCESSFUL VIRTUAL EVENTS



Tour of the Marketing & Development Resource Center

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FACTS "HOW-TO" GUIDES

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MDRC Tour - Marketing and Recruitment


RECRUITMENT – BEST PRACTICES

DIOCESE OF BROOKLYN

Year-End Processes:
Celebrate, Evaluate, Strategize, Plan

May 12, 2022
Presented by Kathy Link and Maria Ippolito

CLICK HERE: to watch webinar
CLICK HERE: to download Anchor
Events Work Plan Spreadsheet

Partners
in Mission
MISSIONED AND EMPOWERED
TO SERVE THE CHURCH AND COMMUNITY

PIM YEAR END PROCESSES

Social Media Strategies to Build Awareness

Presented by the Partners in Mission Team:
Maria Ippolito, Partner
Kathy Link, Partner

Partners
in Mission

PIM SOCIAL MEDIA STRATEGY

**PRE-K
+
FOR ALL**



**PRE-K-FOR-ALL: CLICK TO
DOWNLOAD PRINT-READY FILES:
ENGLISH**

MDRC Marketing: How does it work?

MARKETING AND DEVELOPMENT RESOURCE CENTER

This Resource Center is designed to provide all the digital and traditional marketing content schools require to drive student enrollment and retention, parent engagement, and community and alumni support. Resources will be added on a regular basis over the school year, so please check back frequently.



CREATE YOUR CAMPAIGN

Do you have a special event coming up that is just for your school? We have developed a form that allows you to submit your custom marketing needs to be developed by an award winning creative team at DeSales Media. They will work with you to ensure that you have what you need to successfully promote your school's special event.

[Click here to begin](#)



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-  **MARKETING AND RECRUITMENT**
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-  **DEVELOPMENT - FUTURES IN EDUCATION**
[Click to know more about FIE](#)
-  **FACTS "HOW-TO" GUIDES**
[Click to find a guide.](#)



CAMPAIGN LIBRARY

Find inspiration and ideas by visiting a library of successful campaigns. We will become stronger and more efficient by sharing our work and learning from each other. While you scan the catalog, you can request a customized version based on something you see, or a totally new concept through the "Create Your Campaign" form.

-  **MARKETING AND RECRUITMENT**
[Click to find out more](#)
-  **DEVELOPMENT - FUTURES IN EDUCATION**
[Click to know more about FIE](#)



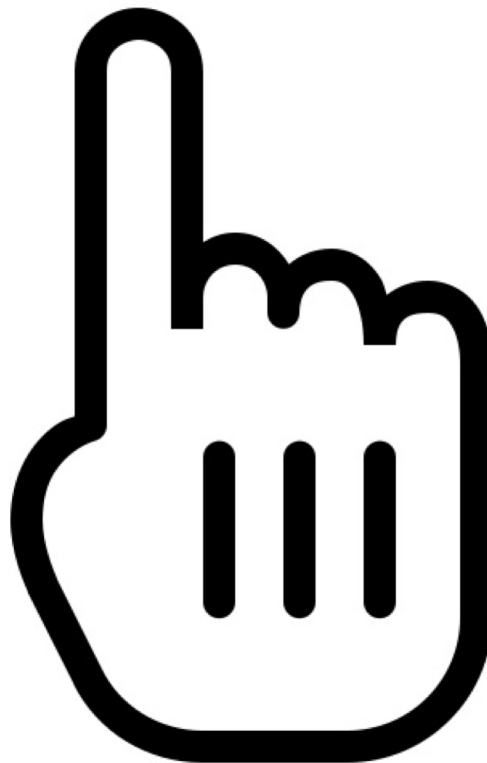
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[Click here to begin](#)

Before you click the button...

- Who is reading this?
- How is it being distributed?
- What do you want done?
- How do they do it?
- Why should they do it?
- Why should they do it now?



Fill out the marketing request form

CREATE YOUR
CAMPAIGN

Please attach a logo for your school

Drop a file here or click to upload
Maximum upload size: 104.86MB

Please attach any supporting images

Drop a file here or click to upload
Maximum upload size: 104.86MB

Submit



QUESTIONS?

At the bottom of the form:

- Upload any images
- Final submit button
- Support line for any questions

Send us an email at
marketingresourcecenter@desalesmedia.org
or give us a call at (347) 286-4799.

Choose School

Select Type of Your Campaign

Enrollment

First name

Last name

Email (All assets will be sent to this email) *

Phone Number

Best time to reach you

Date assets needed by

Give this project a title. e.g. November Mass of Thanksgiving

What do you want the marketing material to accomplish? e.g. Inform, Generate Attendance, Thank People, Ask for Something

What are all the details? (If you are uploading a file that explains this, simply put "See Upload" in this field. *)

Please provide the phone number of your school

Please provide the web address of your school

Please select the assets you would like delivered

☐ Twitter Size

☐ Facebook Size

☐ Website Size

☐ Instagram

☐ Other

☐ Bulletin Insert

☐ Post Card Standard

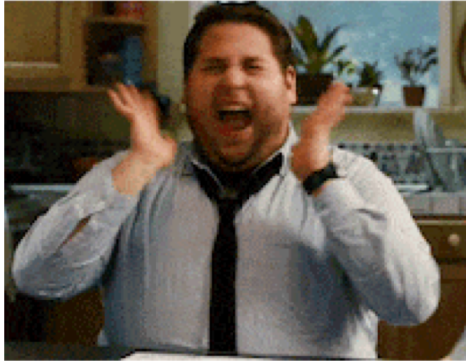
☐ Post Card Large

☐ Poster (11 inches x 17 inches)

☐ One Page Hand Out (8 1/2 inches x 11 inches)

What to expect after your submission?

- Response time with confirmation or questions? - By next business day
- Agreed upon final delivery date
- Typical project cycle: 1st proof, final approval, assets delivered on time
- All deliverable assets are proofed for accuracy
- Everybody's happy!



Looking for past work & reordering?

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A graphic for the Campaign Library featuring a brown background with various icons: a hot air balloon, a classical building, a speech bubble, a checkmark, a document, a pencil, and an envelope. The text "CAMPAIGN LIBRARY" is prominently displayed in white.

Find inspiration and ideas by visiting a library of successful campaigns. We will become stronger and more efficient by sharing our work and learning from each other. While you scan the catalog, you can request a customized version based on something you see, or a totally new concept through the "Create Your Campaign" form.

 **MARKETING AND RECRUITMENT**
[Click to find out more](#)

 **DEVELOPMENT - FUTURES IN EDUCATION**
[Click to know more about FIE](#)

A graphic for the Knowledge Center with a dark green background and icons including a lightbulb, a book, a magnifying glass, and a document. The text "KNOWLEDGE CENTER" is in white.

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A graphic for the Create Your Campaign section with a yellow background and icons including a clock, a laptop, a pencil, and a document. The text "CREATE YOUR CAMPAIGN" is in white.

CREATE YOUR CAMPAIGN

Do you have a special event coming up that is just for your school? We have developed a form that allows you to submit your custom marketing needs to be developed by an award winning creative team at DeSales Media. They will work with you to ensure that you have what you need to successfully promote your school's special event.

[Click here to begin](#)


How do I use the Campaign Library?

•“Looking for something specific”?

Campaign Name:


Filter by School:

Filter by Category




SAINT JOSEPH THE WORKER CA –
PRE-K FOR ALL VINYL BANNER

Request your Version of
this Campaign



SAINT MARK – WHY I LOVE ST.
MARK POSTER

Request your Version of
this Campaign



SAINT MARK CA – RETRACTABLE
BANNER

Request your Version of
this Campaign

•Browse our campaign template catalogue.



PRE-K
FOR ALL
- LIMITED SPACE
AVAILABLE



Give your child a
FOUNDATION FOR LIFE
Today


ABC'S TO A FOUNDATION FOR LIFE
- VERSION 3



PRE-K
FOR ALL +
3K FOR ALL
- SUPPORT

CAMPAIGN
LIBRARY

We've compiled a library of all the school's custom campaigns to inform, inspire, and involve all who browse giving you that edge to create the needed marketing from viewing another school's tried and true effort. While you scan the work, and if you are drawn to any particular piece, you can click that example that will lead you to a form to allow you to order the same type of campaign for your school.



[Home](#) | Campaign Library - Marketing and Recruitment

LOOKING FOR SOMETHING SPECIFIC?


Campaign Name:

Filter by School:

Filter by Category


CAMPAIGN TEMPLATE CATALOG

See what's available and request a localized version for your school.



PRE-K FOR ALL – LIMITED SPACE
AVAILABLE


Request your Version of
this Campaign



Give your child a
FOUNDATION FOR LIFE
Today

ABC'S TO A FOUNDATION FOR LIFE
- VERSION 3

Request your Version of
this Campaign




PRE-K FOR ALL + 3K FOR ALL
- SUPPORT

Request your Version of
this Campaign

Show More


CUSTOMIZED SCHOOL AD LIBRARY

View marketing collateral that has been customized for individual schools. Request your localized version.




SAINT JOSEPH THE WORKER CA –
PRE-K FOR ALL VINYL BANNER

Request your Version of
this Campaign



SAINT MARK – WHY I LOVE ST.
MARK POSTER

Request your Version of
this Campaign

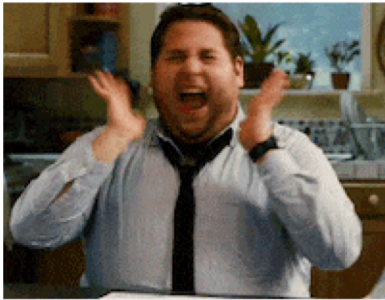


SAINT MARK CA – RETRACTABLE
BANNER

Request your Version of
this Campaign

What to expect after you make your selection?

- Click on the template or campaign, you fill out the form with the new info
- Response time with confirmation or questions? - By next business day
- Agreed upon final delivery date
- Typical project cycle: 1st proof, final approval, assets delivered on time
- All deliverable assets are proofed for accuracy
- Everybody's happy!



A few more thought ...

- No one knows your school better than you, **you can't outsource recruiting.**
- You don't need to do it alone, **we're happy to be part of it.**
- You don't need to do everything, **make strategic & data driven choices.**
- Don't be a hunter, **be a farmer.**



