

CLASSIS

**Classified referrals
are a free service
exclusively for ACCS
member schools and
businesses.**

As space is available, referrals may be run for individuals seeking employment or for potential start-up schools seeking like-minded families in their area (with prior approval of the Executive Director).

A referral runs in two consecutive issues and is **limited to 8 lines of 60 characters per line.**

Submission deadlines are:
Dec. 23, Feb. 25, April 25,
June 25, Aug. 25, and Oct. 25.

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School Marketing

The Marketing Dilemma Classical Schools Face And How *The Petra Plan* Overcomes It

Classical Christian schools should not relegate themselves to being the best kept secrets in their respective communities. They offer something so unique that they have a God-given responsibility to get the word out in a way that is consistent with their classical Christian convictions.

While many classical Christian schools want to increase their impact for Christ, they simply do not have the funds to have this kind of impact.

If this is the dilemma your school faces, you should be encouraged for three reasons. First, you should be encouraged because you are not alone. We constantly talk to schools throughout the country, and we have learned that many schools face this very same dilemma.

Second, you should be encouraged that you want to increase your impact for Christ. But *wanting* to grow is not the same thing as *actually growing*. To grow, we often need to change the way we think about the investment of time and resources it takes to grow. Instead of thinking, “*We can’t afford to market,*” for example, we should think, “*We can’t afford not to market.*” This might be bad grammar, but it is good logic.

Third, you should be encouraged because there is something concrete you can do today—we call it *The Petra Plan* (named after Petra Academy in Bozeman, Montana). More than a year ago, Louise Turner of Petra called to tell us that Petra wanted to use our marketing

system to grow but did not have the funding to allow it to do so. After a year of thinking about how to overcome this dilemma, Petra had a breakthrough at this year’s ACCS Conference in Memphis. After attending our conference presentation (*What Classical Schools Need to Know to Grow*), Petra asked us to send enough CD copies of our presentation to give to each Petra school board member. The members of the Petra school board liked the CD so much that Petra asked us for 35 more CDs to give to each student family and financial supporter. We happily obliged. In literally a few weeks, a single Petra supporter committed sufficient funds to enable Petra to invest in our classical Christian marketing system *and* to defray the cost of printing, postage, and ad placement.

We were so impressed with what Petra accomplished by God’s grace, that we now make the same offer to every classical Christian school. We have developed a cover letter that you can print on school letterhead to hand to student families and financial supporters along with a copy of the CD. We call this packet of materials the *Petra Pack*, and we offer it at no cost to schools.

Since our research indicates that most parents decide on a school between December and May, you have enough time to request your *Petra Pack*, distribute the cover letter and CDs to student families and supporters, raise all or some of the financial support you need, and increase your impact for Christ next fall.

David Hagopian is Co-Founder of Precept Outreach & Development, which offers turnkey, classical Christian marketing solutions for classical Christian schools. For your *Petra Pack* consisting of a master cover letter and 35 free CDs (*What Classical Schools Need to Know to Grow*), please call Precept at (714) 384-4117, or send an email to dhagopian@preceptoutreach.org.