

Give students and parents an incentive to re-enroll

Motiving both students and parents

Now is the time of year to be building budgets and hiring/re-hiring staff. How are you projecting your student population? A good first step is to re-enroll students early enough so you can project at least returning students with some confidence.

Offer students an incentive

Lisa Bissell Paulson offered students a bright yellow scarf if their parents re-enrolled them by March 1. This motivated her students to remind and pester and cajole their parents. And it worked--93% re-enrollment by her deadline.

And she got 50 scarves for FREE from [School Choice Week](#). (Look for the yellow "sign up" button in the red band with "Join the Celebration: Reserve your free event supplies now.")

They were a big hit with her kids and were a visible reminder to others.

Offer parents an incentive

promote this opportunity to students and parents through your weekly newsletter and other channels. By distributing the incentives to students yourself, you can reinforce positive relationships with them.

Credits:

Thank you Lisa Bissell Paulson for sharing your great idea and its success.

Binder tab: January

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?