

# **Part Three**

## **Promotional Materials**

Sample Letters  
Bulletin Announcements  
Clip Art  
Newspaper Ads  
Radio Spots  
CSW Ads

# A. Sample Letters

## Sample letter for Pastors, etc. on local Bishop's letterhead

January \_\_, 20\_\_

To: Pastors, Parish Administrators and Parish Councils

**Re: Catholic Schools' Week Celebrations**

The Catholic school community sets aside time each spring to speak about its mandate with parishioners and the public at large. Today, I draw attention to the celebrations that will be taking place in all parishes across British Columbia for Catholic Schools Week, in the first week of February.

Catholic schools are the lifeline of the Church where future clergy and lay leaders are formed. We set aside time to reflect on the value of providing formation by offering education permeated by faith. A short presentation is being prepared by the staff, a parent and/or students from the school community. Those planning the parish celebrations on the Sunday, starting Catholic Schools' Week should allow time after communion for their message. You will note this year's theme, \_\_\_\_\_ links nicely with the readings for the day.

I invite you to encourage attendance at the Open Houses that are scheduled during Catholic Schools' Week and to do all in your power to strengthen the link between the schools and parishes.

May God continue to bless the efforts of all engaged in educating youth.

Bishop \_\_\_\_\_

**Sample Letter for Parents**

(sent home to parents and guardians two weeks before CSW)

January \_\_ , 20\_\_

Dear Parents and Guardians:

We are excited to be participating in the annual BC Provincial Catholic Schools celebrations which will take place February \_\_. 201\_\_. Through the years we have organized local activities to celebrate learning. This year, once again, we join the other four dioceses of British Columbia in sharing the good news about what is happening in Catholic education.

This year's theme is: **Catholic Schools...Sharing Our Story, Celebrating Our Faith.** Each school in BC has organized a variety of activities to showcase their school. Please review the listed activities we've planned, and participate in as many of them as you can.

(Insert your schedule)

The staff and students encourage you to mark these dates on your calendar and attend the events as time permits. We look forward to seeing you.

Sincerely,

(Signed by principal, head of CSW committee, and/or Board chairperson)

## B. Bulletin Announcements

The easiest way to reach some of your most committed supporters of Catholic education is to promote activities in the parish bulletin. Whenever possible include parishioners in assemblies, teas, etc. so that they feel ownership for their school. Special days that honor grandparents and/or alumni, are good ways to bring people into the school who would not usually be actively involved.

### **Sunday, January \_\_\_\_, 201\_\_**

Two weeks from today, **(Name of school)** joins the entire province of British Columbia in celebrating Catholic Schools Week. This year's theme, "Catholic Schools – \_\_\_\_\_" Plan to join us in celebrating how our students are becoming people filled with enthusiasm, courage, and a sense of service marked by compassion.

### **Sunday, January \_\_\_\_, 201\_\_**

The countdown is on! On Sunday, January \_\_, 201\_\_, **(Name of school)** joins the approximately 80 other Catholic schools in British Columbia and (number of) schools in our diocese (Archdiocese of Vancouver 48) (Kamloops 5) (Nelson 7) (Prince George 8) (Victoria 6) as we begin observance of Catholic Schools' Week. We invite all members of the parish to join us for the events listed below:

(List of events)

### **Sunday, January \_\_, 201\_\_**

Today, gathered for Eucharistic Liturgy, we begin observance of Catholic Schools' Week across the province of British Columbia. During the week, we will celebrate the ways Catholic schools create environments where the Catholic Christian story is shared and celebrated.

Student learning will be highlighted, our accomplishments will be celebrated, and we will enjoy gathering to honor all those who have contributed to our schools' level of excellence. Please join us for the following activities during the week: (list events).

C. CLIP ART



Come  
join in  
the  
fun!

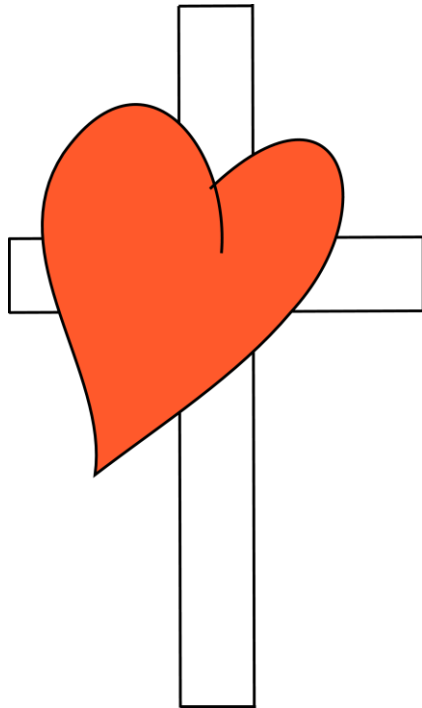
We hope  
you can  
join us!

Hope to see you  
at Open House,  
on

# Come and Celebrate

Catholic Schools' Week:  
Living the Joy of the Gospel





## D. NEWSPAPER ADS

Open House example 3 from CSW Website:

**Island Catholic Schools**  
*Where Faith & Knowledge Meet*

**Come join us at our  
OPEN HOUSE**



**St. Andrew's (Preschool - 7)**  
1933 Pandora Avenue  
Victoria, BC V8W 3T5  
Telephone: (250) 262-3812  
Open House:  
February 8, 12:00 - 1:00 pm  
February 10, 12:00 - 1:00 pm

**St. Andrew's Regional High (8 - 12)**  
480 Macdonald Avenue  
Victoria, BC V8X 3G2  
Telephone: (250) 479-1414  
Open House:  
February 28, 7:00 - 9:00 pm

**St. Joseph's (Preschool - 7)**  
757 West Burrache Road  
Victoria, BC V8E 1M9  
Telephone: (250) 479-1251  
Open House:  
February 8, 4:00 - 5:30 pm

**St. Patrick's (K - 7)**  
2348 Trent Street  
Victoria, BC V8K 4Z3  
Telephone: (250) 593-6713  
Open House:  
February 5, 12:00 - 2:00 pm  
February 7, 9:00 - 11:30 am

**Now Accepting Registration for September 2006**  
Island Catholic Schools (250) 727 - 6893 [www.cisdv.bc.ca](http://www.cisdv.bc.ca)

Kindergarten Registration Example from CSW Website:

**Island Catholic Schools**  
*Where Children Love to Learn and Learn to Love*

**Now accepting registrations for  
Kindergarten**

- ★ Full Day
- ★ Affordable
- ★ Safe and Nurturing Environment



**Queen of Angels**  
2085 Maple Bay Road (250) 746 - 5919 [www.queenofangels.ca](http://www.queenofangels.ca)



### **E. SAMPLE SCRIPT: Thirty second spot with a Radio Station**

When planning for your child's education – pre-school, kindergarten and beyond – you want the very best. Explore the opportunities offered by (Island Catholic Schools)! Children in Catholic schools learn in an atmosphere where faith, learning and life are integrated. This environment encourages children to become deeply caring individuals. For the fall term, registration before January 30<sup>th</sup> is encouraged. Explore (Island Catholic Schools...where faith and knowledge meet).

**Note:** This ad was run 25 times between January 16-27, on 100.3 *The Q*. Our target audience was parents 35-54.

In 2005, Island Catholic Schools contracted with CFAX 1070 and highlighted the “love to learn, learn to love theme”. Again we ran 25 thirty-second ads over a six week period leading up to Catholic Schools' Week.