

Dear New Family of Holy Spirit School:

In order to comply with the New Jersey Council of Bishops' request to identify the best practices that have been effective in attracting and recruiting new families to our Catholic schools, we have been requested to send you the enclosed survey form and ask that you take a couple of minutes to complete and return it to the school office as soon as possible.

If you have any questions, please do not hesitate to contact me at 973-835-5680.

Thank you in advance for your cooperation.

God bless you,

*Sr. Marie Antonelli, M.P.F.
Principal*

Holy Spirit School
330 Newark Pompton Turnpike
Pequannock, NJ 07440

Communicating Our Catholic Schools' Good News

Dear Parent/Guardian,

Welcome to Catholic education – where faith and knowledge meet. The New Jersey Catholic Schools Marketing Council is interested in identifying the effective marketing activities that attract families to our Catholic schools. We are asking for your help. We want to know how you heard about the school in which you have enrolled your child. Kindly check all that apply to you. Your time and comments are appreciated.

Has your family's past preference for Catholic School education influenced your decision to enroll your child(ren) in Catholic School?

_____ Yes _____ No

- _____ School Annual Report
- _____ Outdoor billboard – Have you seen the Billboard Ad?
- _____ Parish Bulletin
- _____ School Brochure
- _____ Current Catholic School Parent/Student
- _____ Current Catholic School Teacher/Staff/Administrator
- _____ Direct Mail from School (e.g., letter, postcard, invitation)
- _____ School Newsletter
- _____ Newspaper Ad
- _____ Newspaper Story
- _____ Open House
- _____ School Poster/Flier
- _____ Radio Commercial
- _____ Attending a School Special Event
- _____ Television Commercial
- _____ NJ State Catholic Schools' Website
- _____ Diocesan Website
- _____ School Website
- _____ Word of mouth (e.g., school graduate, friend, family, realtor)
- _____ Yellow Page Ad
- _____ Other: please specify: _____

School: _____

Town: _____

THANK YOU

The New Jersey Catholic Schools' Marketing Council
