



CROWN POINT COMMUNITY SCHOOL CORPORATION

CPCSC follows our board policies regarding marketing of outside groups and distribution of literature within our schools. [For more information, visit our online board policies.](#)

CPCSC distributes information on our website from non-profit organizations. We do not distribute information from for-profit organizations or promotional items. We do not allow businesses to take photos of our students for use on social media or in advertising.

Organizations who want to reach local families with school-aged children may find the following suggestions useful.

- **Have a website or event page**

- We live in an increasingly digital world. Be sure to have an online presence where parents can sign up and find more information about your program. Paper sign-ups are quickly becoming a thing of the past.
- More than 60% of our website users find info using their phones. Make sure your marketing is mobile friendly.
- Reconsider the 8.5 x 11 flyer. In the days of paper marketing and take-home folders, this size made sense. But digital communications mean that smaller, screen-friendly advertisements receive more attention than a hard-to-read flyer with too many details. Save the details for your website.



- **PTO groups and pages online**

- Many of our school's PTOs have websites and social media pages. Contacting them to request sharing your information may help. Please note that PTOs may have their own policies for sharing marketing materials.



- **Paid social media marketing**

- Running paid ads via social media such as Facebook typically have a large reach and allow you to target your audience. These ads run for a fraction of what print advertising costs.



- **Email previous participants**

- Word-of-mouth is one of the most successful marketing strategies. Keep accurate records of past years' participants. Ask them to sign up again and to share information with others. Offering discounts for referrals or 'bring a friend' programs is another way to increase participation.



- **Press releases to news organizations**

- Most local news organizations accept press releases about upcoming events or activities. They have a general email address posted on their "Contact Us" pages for sending releases. Be sure to send these with plenty of notice. You might also consider inviting local media to your event or program in order to write a story.



- **Community bulletin boards**

- Coffee shops, libraries, and other local businesses often have community bulletin boards for advertising.

