**Diocese of Palm Beach
Office of Catholic Schools**

**2022-2023 Marketing messages**

The following messages support the marketing and enrollment strategy led by the Office of Catholic Schools. They are intended for schools to incorporate into their existing marketing communications to ensure a consistent and effective message in the marketplace. Some of these materials may include flyers and brochures, social media posts, letters and emails to prospective parents, website copy, etc. Messages can be tailored according to a school’s needs/use.

These messages are based on quantitative and qualitative research. Our research narrowed down three major points of differentiation for Palm Beach Catholic Schools which we can leverage as key messages: **strong academics** through a structured learning environment; **moral and spiritual development**; and **individualized attention** through small class sizes and a **child’s holistic** **development.**

**Creative Platform**

*The below copy captures the spirit of the “Faith Inspiring Excellence” campaign in just a few simple sentences. This can be used in place or as a complement to the creative visuals/advertising featured in the campaign.*

**Faith Inspiring Excellence**

**Spanish: La fe inspira la excelencia.**

**Creole: Lafwa enspire ekselans**

A holistic education means more than setting the highest academic standards. It also means revealing that there’s more to life than personal success: there’s moral character, and service to the community, and ever-present faith. We pray that faith will inspire excellence to pursue what makes a life complete – and that’s what we teach at [*the Diocese of Palm Beach Catholic Schools OR your school’s name]*.

**Headlines**

*The below headlines can be used in marketing materials to capture a reader’s eye. Additional headlines can be created using the sub-messaging below but must be approved by Jennifer Trefelner.*

* Faith in every student. Excellence in every pursuit.
	+ Spanish: Fe en cada alumno. Excelencia en cada búsqueda.
	+ Creole:  Lafwa nan chak elèv.  Ekselans nan chak pouswit.
* Faith inspiring excellence. In every student. In every pursuit.
	+ Spanish: Fe, inspiradora de excelencia. En cada alumno. En cada búsqueda.
	+ Creole: **Lafwa enspire ekselans.  Nan chak elèv.  Nan chak pouswit.**
* Think. Serve. Pursue. Diocese of Palm Beach Catholic Schools.
	+ Spanish: Pensar. Servir. Buscar. Escuelas Católicas de la Diócesis de Palm Beach.
	+ Creole: Panse. Sèvi. Pouswiv. Se sa Lekol Katolik yo ye nan Dyosèz Palm Beach.
* A faith-based education. Faith Inspiring Excellence
	+ Spanish: Una educación basada en la fe. La fe inspira la excelencia.
	+ Creole: Pou yon bon jan edikasyon Katolik. Dekouvri ki jan lafwa enspire ekselans.
* A Catholic education. Discover how faith inspires excellence.
	+ Spanish: Una educación católica. Descubra cómo la fe inspira la excelencia.
	+ Creole: Pou yon bon jan edikasyon Katolik. Dekouvri ki jan lafwa enspire ekselans.

**Sub-Messaging and Proof Points**

*The below copy offers more explicit messages that can be used to showcase various attributes and differentiators. Also included are some examples of how schools can leverage their own “proof points” and unique characteristics to bring these messages to life.*

**A Holistic Education**

* Going beyond academics, Catholic schools prioritize the holistic development of students with a focus on moral character, service to others and faith.
* Everyone within our community – from teachers to principals, coaches to support staff – understand they’re helping shape a son, daughter, future leader or next-door neighbor – not just a student with a test score.
* We prepare students to be productive citizens – to think beyond academics to their individual purpose in life and serving others. We know that their faith will inspire excellence.

**Proof points:** Holistic development is best represented by stories and depictions of students outside of the classroom. This could include highlighting students involved in a service project, local parish – with their families – or even engaged in an extracurricular or hobby (e.g., music, art, robotics, athletics, etc.)

**Strong Academics**

* When faith is at the center of an education, it inspires excellence in academics and beyond.
* A child’s education plays a vital role in the formation of their future. Maintaining a steadfast focus on faith throughout that educational experience inspires excellence in all parts of their life.
* Structured learning environments create focused students, building the foundation for a strong academic life. Disciplined classrooms help students achieve their academic goals.
* The Catholic schools in our diocese foster a disciplined – but caring – learning environment that emphasizes a student’s respect for themselves and others.
* We have found that students not only thrive in – but want a disciplined learning environment. Of course, parents want this too.
* A child can make incredible progress and achievement with faith as the center of his or her education. We see this not only in our statistics (high graduation rates, college test scores and scholarships) but every day through the journey of our students.

**Proof points**: Highlight notable alumni and unique college preparatory programs like IB, credits and classes with local colleges. Reference any accurate and available data: graduation rates, college entrance test scores and AP exams, college academic scholarships, etc.

**Moral/Spiritual Development**

* Using Catholic teaching as a base, all students in our schools are encouraged to follow their moral compass from a young age.
* We help students develop their personal values to guide them now and in the future. They are at a critical stage in development where they’re building their character and moral gauge, and we want faith to be at the center of that.
* Each student in the Catholic schools network is shown how, and encouraged, to live out their faith in action. Whether it’s a fundraising campaign for missionaries in Honduras, or helping their neighbor down the street, students are taught to recognize their faith in big and small ways.
* We are more than a school – we’re a community of passionate teachers, school leaders and parents who work together to grow students and prepare them for the future. Students see the working body of Christ early on.

**Proof points:** Emphasize religion classes and spiritual development programs, pastoral counseling, etc. Highlight recent examples of service projects or unique programs in the community.

**Individualized Attention**

* Teachers and staff know the child beyond their test scores and attendance record. Students are given the individualized attention they need to excel in academics and build a faithful foundation for life.
* We strive to create a safe learning environment where every student is known and valued. Our teachers get to know personally their students so that each child feels welcomed and loved.
* A student’s education is a family affair. When a student takes a seat in our classroom, their whole family joins them. Engaged families build a caring community.
* Parents are the first educators of their children, and we’re happy to play second fiddle. No one knows your child better than you, and a Catholic education prioritizes family and your intimate knowledge of your student’s needs.
* The individualized attention students receive at in our Catholic schools allow them the freedom to fully enjoy extracurricular activities. They have the opportunity to be involved in what they’re passionate about, so they can shine in all areas of their academic experience.

**Proof points:** Show how smaller class sizes allow teachers the chance to get to know each student individually. Highlight the legacy trends/multiple generations of families attending.

Updated July 16, 2021