



St. Paul Lutheran School

Grafton, Wisconsin

Michael Yurk, Principal

Focused on Excellence + Centered on Christ

Project Summary

St. Paul Lutheran School has been in existence for 159 years. It is located 15 miles north of downtown Milwaukee in the small community of Grafton, Wisconsin. The school serves students in 3 Pre-K through 8th Grade and has approximately 270 students.

Over the years, minimal marketing techniques have been used to promote the school. The majority of students have come via the congregation and little effort has been put into recruiting students from other congregations, the village of Grafton or the surrounding communities.

St. Paul has an outstanding reputation in the community. However, the public school system also is good, plus free. In order to be vital in the future, St. Paul needs to share why, as a school, it is unique and needs to be willing to tout its' successes.



Project Results

- Create a Marketing Committee
- Design universal “look” for all marketing materials
- Create new tag line and Statement of Purpose for school.
- Update school mascot
- Create a school Facebook Account and post daily status updates
- Produce a “Family Folder” that holds promotional materials
- Produce individual Classroom Overview Pages and Co-Curricular Pages
- Create new tri-fold brochure that gives an overview of the school and includes testimonials from current and past families
- Redesign portions of the school Website and begin creation of new site to launch in December of 2011
- Create new school letterhead that follows template used for all other marketing materials
- Design new business cards

What We Learned

1. The new look needs to be easily integrated in multiple arenas.
2. Marketing of the school is not a one-man show. Teachers, parents, students and congregational members need to get involved. Word of Mouth is key.
3. Money need to be budgeted on a yearly basis for promotion.
4. The school is part of the mission field. We need to look outside our congregation for growth.
5. Customer service must be at a high level always. Every employee needs to understand their personal impact.
6. We need to do a Parent Satisfaction and Referral Survey

