

SHORELINE CHRISTIAN SCHOOL

Word of Mouth Toolkit

How to help spread the word about Shoreline Christian

TourSCS.org | 206-364-7777 | office@shorelinechristian.org | 2400 NE 147th St, Shoreline, WA 98155

SOCIAL MEDIA POSTS

Posting on your individual social media accounts is a great way to publicize our school. We've already had tours come through that heard about SCS because of a friend's Facebook or Instagram post. Your word carries a lot of weight.

To the right are sample posts you can use to get started. Feel free to think of them as templates you can personalize to talk about your experience with SCS in a way your friends and family would resonate with. In the end, this is about sharing what YOU love about SCS in a way that feels natural. Until we get our new site up and running, please direct friends to www.TourSCS.org

In addition, sharing SCS page posts helps increase our visibility as well!

SOCIAL MEDIA GROUPS

Many neighborhoods, churches, and preschools have private Facebook groups where members can share news and invite others to parties and activities. This is a great place to share invitations to SCS events like open enrollment, a tour, or an upcoming game. Also, people often ask for recommendations on these community pages.

Enrollment

"Our twins love their teachers at Shoreline Christian School. If you've ever thought Christian education might be right for your family, now is the time to apply. Join us at SCS!"

Schedule a Tour

"Colin loves the big playground at Shoreline Christian School. I love that he goes to art class twice a week. SCS has great teachers and a wonderful facility. Don't just take my word on it, though. Let's take a tour together!"

Event Invitation

"Our son Kyle loves his school. Recently he showed me a science project he worked on in class. The individualized attention he receives is really helping him thrive! You should join us at the Fall Open House!"

Some possible groups to post in are:

- [Greater NE Seattle Community Group](#)
- [NW Seattle Community Chatter](#)
- [MOPS groups](#)
- Church groups
- Parent support groups
- Homeschool groups
- [Nextdoor](#)

ONLINE REVIEWS

Reviews are an important part of our online presence, helping boost our visibility and credibility, and are often one of the first points of contact for people who find our school online. Remember, it's not just parents who can write reviews. Alumni and staff can write them as well!

Consider posting reviews to these sites:

- [Facebook](#)
- [Great Schools](#)
- [Yelp](#)
- [Google](#)
- [Niche](#)
- [NextDoor](#)

E-MAIL

While social media and online advertising have a broad reach, the vast majority of our new students still come from word of mouth invitations. Sharing with your friends and family about what you and your student like about Shoreline Christian, and inviting them to join you, is a powerful appeal that only you can make. To the right is a sample for inviting a friend to take a tour here at SCS.

Ready to set up a tour? Contact Tassie DeMoney:

tdemoney@shorelinechristian.org

PRINT

While digital communication is often our go-to, print is still very effective. We have postcards, fliers, posters, and yard signs available for you to mail out, hand out, or pin up.

Good locations include cafes, church bulletin boards, yards, libraries, community centers, workplace break rooms, reception counters, laundromats, post offices, town halls, doctor or dentist offices, or fitness centers. Check with the location you're considering to make sure you're following their posting policies.

POINTS OF CONTACT

If you don't have any specific families you know that are interested in switching schools, that's okay! Here are some other great points of contact:

- Talk to your youth pastor to see if they know of any families who are looking for a new school
- Talk to your hairdresser, doctor, dentist, mechanic (etc.) to see if they have any clients who might be interested in checking out SCS
- Ask your church small group, home group, or community group if they know of anyone interested in touring at SCS

Karen,

It was good to see you at church yesterday! I wanted to follow up on our conversation about where Tony is going to school next year. Kyle has been at Shoreline Christian School since kindergarten and absolutely loves it. He has blossomed with the extra time and individual attention his teachers give him. I know he would have fun being in class together with Tony. If you have free time this week, I'd love to schedule a tour of our school with you so you can learn more.

Let me know if you have any questions, and when you might be available for a tour.

REFERRAL CREDITS

In order to thank parents for sharing the good news about our school, we offer the Referral Credit program, which offers a **\$650 tuition credit** for the upcoming year to current SCS families for each successful referral of a new family to our school.

Your family will also receive a \$50 Amazon gift card after the tour as a thank-you. For full referral credit procedures, please contact Michelle Jimenez (mjimenez@shorelinechristian.org)