

York Steiner School (YSS) Marketing Group

Aim

To attract more children, parents and supporters to York Steiner School measurable over the next 12 months from EGM

Specific objectives

- **To develop a proposal for disseminating information to**

Prospective parents Supporters, local businesses, current and past parents

To include the use of

1. Email newsletter
2. Existing newsletter
3. Regular Calendar Press releases
4. Mailings to supportive business

Timings

To implement the proposal over the following 12 months

- **To develop a proposal for a multifunctional website with specific goals**

To include the use of

1. Accurate and timely passage of information to prospective parents
2. Controllable updateable site showing York Steiner School in a positive light.
3. Online Alumni- allowing past pupils the chance to keep in contact and be informed of future events
4. Potential for Gallery of children's work
5. Online request information form & reference site
6. Links to other schools / resources

Timings

Specific proposal 3-4 weeks with creation within the next 6 months.

- **To develop an Enquirers pack**

To include the

1. Enquirers brochure
2. Request for more information/interest form
3. DVD
4. Bike/Car stickers

Timings

To implement the proposal over the following 5 months

- **To Organise and arrange a series of calendar/regular social informal and educational events**

To include

1. musical recitals
2. Educational talks
3. Social informal afternoons & evening

Timings

To implement the proposal over the following 4 months (commencing after summer holidays)

- **To ensure York Steiner School appears on list of relevant Schools to aid primary aim**

To include

1. the collection of all publications
2. initial contact with editors etc

Timings

Prior to School Summer holidays- a comprehensive list will have been made, with full contact details- ensuring all future publication dates are met.

- **To analyse and understand the demographic of our target market**

To include

1. follow ups on past "lost" potentials

2. analysis of successful newcomers looking at main 3 reasons for coming and main 3 concerns/doubts

Timings

Reviewed every 2 months, commencing immediately

Members & Associates

Roderick Shaw, Fynn, Ross Langford, Jonathan & Jeremy Wood plus others after initial EGM meeting and newsletter requesting (people who deal/dealt with fundraising in the past) Specific roles will be allocated after the newsletter and EGM.

Ideas List

Vision of what Aim will produce

- Website
- Car/bike stickers
- DVD/enhanced information pack
- Press releases
- Relationship building with supportive businesses
- Social/educational events

Resources Required: People

- People with marketing skills!
- People with Design skills / Designers!
- People with motivation and organisational skills!
- Website designers - Shaw family
- Sticker designers- Wood Family
- People who are good at writing articles for the Newsletters
- People who are good at writing Press releases
- People who work at Printers or who have contacts with Printers
- people/coordinators who can deliver batches of mailings or newsletters to their local area / specified addresses
- People who can make follow up calls to enquirers, 'lost' parents, media etc.
- Photographers

Resources Required : Other

- Photography for newsletter
- Ideas for Newsletter
- Printing resources (newsletters, brochures)
- Sticker / DVD producers

Links to Other Groups

- Fundraising – especially on mailings to businesses and relationship building with supportive businesses
- School Community Group – especially on social events

Community Involvement

- Initial meeting after Easter Break, highlighted in Newsletter
- EGM open evening encouraging involvement
- Regular newsletters
- Forum on website
- Board of updates clearly viewable
- anonymous suggestions box at and after EGM