



Introducing the Saint Isaac Jogues School

Parent Ambassador Program

Greetings St. Isaac Jogues Parents:

Marketing professionals tell us that the best marketing tool in any business—including Catholic education—is a satisfied customer. As a parent, I hope that you are pleased with the spiritual and academic formation that your sons and daughters are receiving at St. Isaac Jogues. I also hope that you will be willing to partner with me to share your positive experiences with other families in your neighborhoods, sports teams, parishes (if not a member of SIJ), and in any other venue where you would have a chance to promote our school to prospective parents and students. To that end, I am pleased to announce the launch of our new “Parent Ambassador Program.” Please take a look at the attached list of opportunities that will allow you to be part of our expanding marketing efforts that are aimed at promoting our school and growing our enrollment. In return for your gifts of time and talent as Parish Ambassador, we are offering a \$100 Family Referral Tuition Bonus for each child that you refer to St. Isaac’s that enrolls and remains with us for a full school year. Please see the attached form for more information. I hope that each of you will answer the call and become an Ambassador for St. Isaac Jogues School. Together we can accomplish the goal of our marketing program: to increase our enrollment and share the gift of Catholic education with our children for years to come. If you have any questions, please contact me at (586) 778-5100 x 110 or at delsey@saintisaacjogues.com.

David Elsey
Advancement Director



Parent Ambassador Opportunities

As a Parent Ambassador for St. Isaac Jogues School, I am willing to help promote our school by investing my time and talent in the following activities:

- Serve as a Tour Guide with my student(s) for Open House (Sunday, January 31st)
- Provide contact information for prospective families by filling out a Family Referral Form (see below)
- Distribute Open House and other promotional material to businesses in my neighborhood
- Stuff parish bulletins with Open House and other promotional material
- Call prospective families to welcome them to our school and answer any questions. Call new enrollees to welcome them into the SIJ family.
- Host a small gathering of prospective families at my home.
- Provide a testimonial for use in marketing material.

Name _____ Please return this form to the School Office
or Parish Center to the attention of David
Phone _____ Elsey, Advancement Director.
Email _____ Questions, please call (586) 778-5100 x 110
or email delsey@saintisaacjogues.com

St. Isaac Jogues Family Referral Form

Parents Name/s _____

Children's Names/Ages _____

Address _____

Phone _____ Email _____

Referring family _____

All families referred to SIJ will be personally invited to become a part of the SIJ family.
Please return this form to the School Office or Parish Center, attention David Elsey.



Family Referral Tuition Bonus

We know that you love spreading the good news about St. Isaac Jogues School and we want to reward you for your efforts on our behalf. For every new student that you refer through a Family Referral Form that enrolls for the 2010-2011 school year, we'll credit your tuition account for \$100. Also, remind any families that you may contact that we offer a 10% tuition discount for the first year. We're offering a win-win situation for existing and new families!

Simply fill out the form below and return it to David Elsey at the School Office or the Parish Center.

A \$100 tuition credit will be given for each student. Credit will be awarded at the end of the 2010-2011 school year. If the referred students withdraws before the end of the school year, the referral credit will be pro-rated.

Referral credit may not exceed your total tuition bill. If the referring family is leaving at the end of the school year due to graduation or other reasons, the credit will be paid out in cash (similar to fundraising credits for withdrawing families).

St. Isaac Jogues Family Referral Form

Parents Name/s _____

Children's Names/Ages _____

Address _____

Phone _____ **Email** _____

Referring family _____

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