

**Marketing and Communications Plan Template**

**Value Proposition**

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|  | **Mission & Ministry** | **Academic Programs** | **Student Life** | **Environment** |
| **Features** |  |  |  |  |
| **Benefits** |  |  |  |  |
| **Competitive Advantage** |  |  |  |  |
| **Unique Value Proposition** |  |

**Recruitment**

*Where can you recruit students?*

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| **Internal** | **External** |
| *Examples*Events on campusPre-KWord of mouth (parents)Parent / Student ambassador programsFuture siblingsLegacy students | *Examples*Digital Media marketing (Fb/Google)Yard SignsLocal parent FB groupsOutside childcares or early childhood programs |

**Enrollment Funnel – Key Tasks**

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| **Key Tasks** | **Who is responsible** | **Strategies / Information** |
| Website Info |  |  |
| Website Inquiry |  |  |
| Phone Call Script |  |  |
| Prospect Tracking |  |  |
| Tour Information |  |  |
| Tuition Assistance |  |  |
| Registration |  |  |
| New Family Orientation |  |  |
| N.F. Follow-up |  |  |

**Recruitment Timeline**

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|  | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** | **JAN** | **FEB** | **MAR** | **APR** | **MAY** | **JUN** | **JUL** |
| Facebook/Instagram Ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Google Search Ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Parent Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Yard Signs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Parish Communication |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Registration Announcement |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Open House |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Partner School Visitation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other Media (Streaming radio, tv) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**Recruitment Calendar**

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| **August** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| New Students | New Student Event | Social / Welcoming event |  |  |  |
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| **September** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| New Families | Parent Survey | Ask how well they are orienting, thoughts on transition |  |  |  |
| All Markets | Grandparent’s Day | Word of mouth marketing / Donor cultivation  |  |  |  |
| All Markets | Bulletin / Email | Back to School |  |  |  |

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| **October** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Fall Open House |  |  |  |
| 5th & 6th Grade | On Campus Event | Partner School Visitation |  |  |  |
| Parish Communication | Bulletins / Newsletters | Fall open house info |  |  |  |
| All Markets | Pastor Breakfast | Parish-school connection |  |  |  |
| All Markets | Yard Signs | Fall Open House |  |  |  |
| All Markets | Bulletin / Email | News |  |  |  |

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| **November** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Fall Open House |  |  |  |
| Current Families | Diocesan Surveys | How’s it going? |  |  |  |
| Current Families | Email notice | Renewal Registration |  |  |  |
| All Markets | Bulletin / Email | News |  |  |  |

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| **December** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Catholic Schools week |  |  |  |
| All Markets | Streaming or TV ads | Catholic Schools week |  |  |  |
| Parish Communication | Bulletins / Newsletters | Student honors / open house info |  |  |  |
| PK & K | Santa Breakfast w/ parents | Parent bonding |  |  |  |

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| **January** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Catholic Schools week |  |  |  |
| All Markets | Streaming or TV ads | Catholic Schools week |  |  |  |
| All Markets | Yard Signs | Catholic Schools week |  |  |  |
| New Students | Acceptance Decisions | Send certificate or welcome packet |  |  |  |
| All Markets | Bulletin / Email | Catholic Schools Week |  |  |  |
| All Markets | Open House | See what Catholic schools can offer your child – Focus on entry points (K. PK) |  |  |  |

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| **February** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| Current Families | Parent Survey | How’s it going? |  |  |  |
| Incoming Freshman / New Students | Acceptance Decisions | Send certificate or welcome packet |  |  |  |
| All Markets | Bulletin / Email | News & Enrollment |  |  |  |
| PK & K | Sweetheart Breakfast – Valentine’s Day | Parent Bonding |  |  |  |

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| **March** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Bulletin / Email | News & Enrollment |  |  |  |
| Current Students | Email / Calls | Registration Roundup – Follow up with parents who have not registered |  |  |  |

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| **April** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Enrollment |  |  |  |
| PK | Easter Egg Hunt |  |  |  |  |

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| **May** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Enrollment |  |  |  |
| All Markets | Yard Signs | 8th Grade Graduates |  |  |  |

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| **June** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
| All Markets | Fb/Instagram | Enrollment |  |  |  |
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| **July** |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads | Enrollment |  |  |  |
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**Communication Planner 2022-2023**



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads** |
| Aug 2922nd WeekOrdinary Time | Monday | Welcome Back EmailAll pertinent Information | First Day Photos | First Day Photos | Google Search Ads - Enrollment |
| Tuesday |  | First Week Excitement | First Week Excitement |
| Wednesday |  | First Week Excitement | First Week Excitement |
| Thursday |  | First Week Excitement | First Week Excitement |
| Friday | Parents: Here’s What’s Happening next weekTool: Smore, Constant Contact, Active Campaign, MailChimp | First Week Excitement | First Week Excitement |
| Weekend | Faculty Monday Memo-Live Doc with daily happenings, staff birthdays, celebratory messages, repeat announcements, subs and staff absences | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads** |
| Sep 523rd WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  | National Read a book day9/6 |  |
| Wednesday |  |  |  |
| Thursday |  | Nativity of the Blessed Virgin Mary |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Weekend Readings |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Sep 1224th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | Exultation of the Cross |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Sep 2626th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Michael, Gabriel & Raphael, Archangels |  |
| Friday | Parents: Here’s What’s Happening | St. Jerome |  |
| Weekend | Faculty Monday Memo | Sunday Gospel messageHoly Guardian Angels 10/2 |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 327th WeekOrdinary Time | Monday |  | Month of the RosarySchool Custodian Appreciation Day (10/2) |  | Google Search Ads - Enrollment |
| Tuesday |  | National Principal MonthSt. Francis of Assisi  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: October Newsletter* Spiritual Message
* Upcoming events
* Special News feature
* Student highlight
 | Our Lady of the Rosary |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 1028th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 1729th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel messageFirst Day of AutumnFeast of St. JP2 |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 2430th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 3131st WeekOrdinary Time | Monday |  | Halloween |  | Google Search Ads - Enrollment |
| Tuesday |  | All-Saints |  |
| Wednesday |  | All-Souls |  |
| Thursday |  |  |  |
| Friday | Parents: November Newsletter* Spiritual Message / All Saints / Thanksgiving
* Upcoming events
* Special News feature
* Alumni highlight
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| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Nov 732nd WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Nov 1433rd WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | Educational Support Professionals DaySt. Margaret of Scotland |  |
| Thursday |  | Substitute Appreciation DaySt. Elizabeth of Hungary |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Nov 21Jesus Christ, King of the Universe | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Nov 28First Week of Advent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Dec 5Second Week of Advent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Immaculate Conception |  |
| Friday | December Newsletter* Advent Message
* Upcoming events
* Special News feature
* Family highlight
 |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Dec 12Third Week of Advent | Monday |  | Our Lady of Guadalupe |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Dec 19Fourth Week of Advent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Christmas Message |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jan 2Christmas Octave | Monday |  | School Board Appreciation Month |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | Elizabeth Ann Seton |  |
| Thursday |  | St. John Neumann |  |
| Friday | Parents: January Newsletter* Spiritual Message
* Upcoming events
* Catholic Schools week schedule
* Teacher highlight
 |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jan 9First WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jan 162nd WeekOrdinary Time | Monday |  | MLK Jr. Day |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend |  | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jan 233rd WeekOrdinary Time | Monday |  | Day of Prayer for Unborn 1/22 |  | Google Search Ads - Enrollment |
| Tuesday |  | Jan 24: Compliment Day |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jan 304th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Feb 2: Groundhog Day |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Feb 65th WeekOrdinary Time | Monday |  | School Counselor Appreciation Week |  | Google Search Ads - Enrollment |
| Tuesday |  | Black History Month |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: February Newsletter* Spiritual Message
* Upcoming events
* Special News feature
* Student highlight
 | Feb 11: International Day of Women and Girls in Science |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Feb 136th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening | Feb 17: Random Act of Kindness Day |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Feb 207th WeekOrdinary Time | Monday |  | Presidents’ Day |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | Chair of St. Peter |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Feb 27First Week of Lent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Read Across America Day |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Mar 6Second Week of Lent | Monday |  | Women’s History MonthMusic in Our Schools Month |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: March Newsletter* Spiritual Message
* Upcoming events
* Special News feature
* Alumni highlight
 |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Mar 13Third Week of Lent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  | Pi Day |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening | St. Patrick’s Day |  |
| Weekend | Faculty Monday Memo | Sunday Gospel messageFeast of St. Joseph 3/19 |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Mar 20Fourth Week of Lent | Monday |  | First Day of SpringVery Hungry Caterpillar Day |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel messageFeast of the Annunciation |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Mar 27Fifth Week of Lent | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Apr 3Holy Week | Monday |  | National Assistant Principal WeekFinancial Literacy MonthMath Awareness MonthPoetry Month |  | Google Search Ads - Enrollment |
| Tuesday |  | School Librarian Appreciation Day |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: April Newsletter* Spiritual Message
* Upcoming events
* Special News feature
* Alumni highlight
 |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Apr 10Easter Octave | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Apr 172nd Week of Easter | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Volunteer Recognition Day |  |
| Friday | Parents: Here’s What’s Happening | Earth Day (4/22) |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Apr 243rd Week of Easter | Monday |  |  |  |  |
| Tuesday |  | School Bus Driver Appreciation Day |  |  |
| Wednesday |  | Administrative Assistant Day |  |  |
| Thursday |  |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel messageCatherine of Siena |  |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 14th Week of Easter | Monday |  | School Principal DayTeach Appreciation WeekSt. Joseph the Worker |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  | Star Wars Day |  |
| Friday | Parents: Here’s What’s Happening* Spiritual Message
* Upcoming events
* Special News feature
* Family highlight
 | School Lunch Hero DayCinco de Mayo |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 85th Week of Easter | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | School Nurse Day |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 156th Week of Easter | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 227th Week of Easter | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 298th WeekOrdinary Time | Monday |  | Memorial Day |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |



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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Jun 59th WeekOrdinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: June Newsletter |  |  |
| Weekend |  | Sunday Gospel messageSacred Heart of Jesus 6/16 |  |