

**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 campus  Partner schools  Word of mouth (parents)  Parent / Student ambassador programs  Future siblings  Legacy students | *Examples*  Social Media marketing (Fb/Google)  Sponsoring local events  Yard Signs  Local parent FB groups |

**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 |  |  |  |  |
| 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 |  |  |  |  |
| New Families | Parent Survey | Ask how well they are orienting, thoughts on transition |  |  |  |
| All Markets | Grandparent’s Day | Word of mouth marketing / Donor cultivation |  |  |  |

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| **October** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| All Markets | Fb/Instagram | Fall Open House |  |  |  |
| Recommended: 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 |  |  |  |

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| **November** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| All Markets | Fb/Instagram | Fall Open House |  |  |  |
| Current Families | Diocesan Surveys |  |  |  |  |
| Current Families | Renewal Registration |  |  |  |  |

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| **December** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| 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 |  |  |  |

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| **January** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| All Markets | Fb/Instagram | Catholic Schools week |  |  |  |
| All Markets | Streaming or TV ads | Catholic Schools week |  |  |  |
| All Markets | Yard Signs |  |  |  |  |
| Incoming Freshman / New Students | Acceptance Decisions | Send certificate or welcome packet |  |  |  |

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| **February** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| Current Families | Parent Survey | How’s it going? |  |  |  |
| Incoming Freshman / New Students | Acceptance Decisions | Send certificate or welcome packet |  |  |  |

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| **March** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| Parish Communication | Bulletins / Newsletters | Student honors |  |  |  |
| Current Students | Registration Roundup |  |  |  |  |

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| **April** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| All Markets | Fb/Instagram | Enroll Now |  |  |  |
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| **May** | | | | | |
| **Target Market** | **Tool** | **Messaging** | **Budget** | **Responsible Party** | **Timeline** |
| All Markets | Google Search Ads |  |  |  |  |
| All Markets | Fb/Instagram | Enroll Now |  |  |  |
| All Markets  Freshman | Yard Signs | Graduates  Seniors & 8th incoming freshman |  |  |  |

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

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| --- | --- | --- | --- | --- | --- |
| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads** |
| Aug 29  22nd Week  Ordinary Time | Monday | Welcome Back Email  All 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 week  Tool: 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 5  23rd Week  Ordinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  | National Read a book day  9/6 |  |
| 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 12  24th Week  Ordinary 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 26  26th Week  Ordinary 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 message  Holy Guardian Angels 10/2 |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 3  27th Week  Ordinary Time | Monday |  | Month of the Rosary  School Custodian Appreciation Day (10/2) |  | Google Search Ads - Enrollment |
| Tuesday |  | National Principal Month  St. 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 10  28th Week  Ordinary 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 17  29th Week  Ordinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: Here’s What’s Happening |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message  First Day of Autumn  Feast of St. JP2 |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Oct 24  30th Week  Ordinary 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 31  31st Week  Ordinary 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 |  |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Nov 7  32nd Week  Ordinary 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 14  33rd Week  Ordinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  | Educational Support Professionals Day  St. Margaret of Scotland |  |
| Thursday |  | Substitute Appreciation Day  St. 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 21  Jesus 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 28  First 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 5  Second 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 12  Third 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 19  Fourth 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 2  Christmas 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 9  First Week  Ordinary 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 16  2nd Week  Ordinary 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 23  3rd Week  Ordinary 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 30  4th Week  Ordinary 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 6  5th Week  Ordinary 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 13  6th Week  Ordinary 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 20  7th Week  Ordinary 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 27  First 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 6  Second Week of Lent | Monday |  | Women’s History Month  Music 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 13  Third 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 message  Feast of St. Joseph 3/19 |  |

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

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| Mar 27  Fifth 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 3  Holy Week | Monday |  | National Assistant Principal Week  Financial Literacy Month  Math Awareness Month  Poetry 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 10  Easter 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 17  2nd 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 24  3rd 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 message  Catherine of Siena |  |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 1  4th Week of Easter | Monday |  | School Principal Day  Teach Appreciation Week  St. 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 Day  Cinco de Mayo |  |
| Weekend | Faculty Monday Memo | Sunday Gospel message |  |

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| **Week of:** | **Day** | **Email** | **Facebook** | **Instagram** | **Ads / Events** |
| May 8  5th 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 15  6th 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 22  7th 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 29  8th Week  Ordinary 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 5  9th Week  Ordinary Time | Monday |  |  |  | Google Search Ads - Enrollment |
| Tuesday |  |  |  |
| Wednesday |  |  |  |
| Thursday |  |  |  |
| Friday | Parents: June Newsletter |  |  |
| Weekend |  | Sunday Gospel message  Sacred Heart of Jesus 6/16 |  |