



ADAC

Marketing Moments

MONTHLY STRATEGY CARDS

FOR CATHOLIC SCHOOL LEADERS

A Year-Round Planning Tool



ADAC

FAITH-CENTERED

MISSION-DRIVEN

FUTURE-FOCUSED

Monthly Strategy Cards for Catholic School Leaders

Every month presents an opportunity to strengthen your school's mission, build community, and share the extraordinary story of Catholic education.

These strategy cards are designed to help you plan ahead, identify meaningful moments worth celebrating, and keep enrollment, advancement, and communication efforts aligned throughout the year.

At the beginning of each month, review the card with your leadership, admissions, or advancement team. Use it to guide your monthly planning, assign responsibilities, and identify the stories you'll capture and share before moving on to the next month.

Make Them Your Own

These cards are designed to inspire—not prescribe.

Every Catholic school community is unique, so adapt these ideas to reflect your mission, traditions, calendar, and local priorities.

The strongest marketing strategy isn't about following a checklist. It's about authentically telling **your school's story**.



JULY

Prepare for What's Next



MISSION & CATHOLIC IDENTITY

- Pray for the upcoming school year.
- Welcome new faculty into your mission.
- Prepare the annual faith theme.
- Reflect on your school's purpose and vision.



ENROLLMENT & ADMISSIONS

- Continue summer tours and inquiries.
- Welcome newly enrolled families.
- Finalize admissions and enrollment materials.
- Promote preschool and remaining openings.



ADVANCEMENT & STEWARDSHIP

- Finalize the annual advancement calendar.
- Thank summer volunteers and supporters.
- Prepare your annual giving strategy.
- Refresh alumni and donor communications.



COMMUNITY & ENGAGEMENT

- Introduce new teachers and staff.
- Share classroom preparation updates.
- Build excitement for the new school year.
- Highlight summer learning and campus improvements.



JULY

Prepare for What's Next



STORIES TO CAPTURE

- New faculty introductions
- Summer campus improvements
- Classroom setup in progress
- Staff professional learning
- Summer camps and activities
- Welcome messages from leaders
- Behind-the-scenes preparation
- Beautiful campus spaces



LOOKING AHEAD

Welcome
back
communication

Plan new
teacher
mentoring

Plan teacher
in-service
week



MARKETING TIP

The anticipation of a new school year is part of your story. Invite families behind the scenes and build excitement before the first bell rings.



August

Welcome & Belonging



MISSION & CATHOLIC IDENTITY

- Celebrate the Opening School Mass.
- Host a Blessing of Backpacks.
- Introduce the year's faith theme.
- Pray with faculty before students arrive.



ENROLLMENT & ADMISSIONS

- Welcome new families intentionally.
- Begin scheduling fall tours.
- Ensure admissions materials are current.
- Follow up with summer inquiries.



ADVANCEMENT & STEWARDSHIP

- Recruit volunteers for the year.
- Prepare your annual giving campaign.
- Thank summer donors and supporters.



COMMUNITY & ENGAGEMENT

- Meet the Teacher Night.
- Welcome new faculty and staff.
- Build excitement for the first day of school.



August

Welcome & Belonging



STORIES TO CAPTURE

- Teachers preparing classrooms
- New teachers introductions
- First day of school smiles
- Opening Mass or prayer
- Blessing of Backpacks
- Student greeters & welcoming families
- Classroom setups & learning spaces
- Kindergarten arrivals



LOOKING AHEAD

Finalize
back-to-
school night

Finalize
teacher
learning

Plan
teacher
retreat



MARKETING TIP

The first week of school creates memories families will share all year. Capture them well.



SEPTEMBER

Growing Together



MISSION & CATHOLIC IDENTITY

- Celebrate classroom prayer and liturgy.
- Highlight saints and virtues.
- Promote service opportunities.
- Incorporate a monthly faith activity.



ENROLLMENT & ADMISSIONS

- Host Curriculum Night.
- Continue personal tours.
- Showcase classroom learning.
- Capture and share family testimonials.



ADVANCEMENT & STEWARDSHIP

- Begin alumni outreach.
- Thank volunteers.
- Plan year-end giving strategy.
- Strengthen parish partnerships.



COMMUNITY & ENGAGEMENT

- Highlight clubs, athletics, extracurricular opportunities.
- Plan Grandparents' Day or Someone Special Day.
- Feature student leadership.

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SEPTEMBER

Growing Together



STORIES TO CAPTURE

- Classroom prayer
- Back to School Night
- Students collaborating in class
- Student leadership in action
- Clubs, arts, and athletics
- Teachers engaging with students
- Families on school tours
- Volunteers and parish partnerships
- Everyday moments of kindness and belonging



LOOKING AHEAD

Plan fall
Open
Houses

Finalize
fall
fundraiser

Plan fall
family
events



MARKETING TIP

Families don't enroll because of buildings—they enroll because of community.



OCTOBER

Called to Serve



MISSION & CATHOLIC IDENTITY

- Pray the Rosary.
- Celebrate Respect Life Month.
- Highlight saints and service.
- Recognize World Mission Sunday.



ENROLLMENT & ADMISSIONS

- Host Open House.
- Promote shadow days.
- Begin next year's recruitment.
- Share prospective family experiences.



ADVANCEMENT & STEWARDSHIP

- Thank volunteers.
- Share donor impact.
- Prepare Giving Tuesday.
- Highlight the impact of generosity.



COMMUNITY & ENGAGEMENT

- Fall festivals and family events.
- Service projects.
- Parent-teacher conferences.
- Celebrate school traditions and student leadership.

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FAITH-CENTERED

MISSION-DRIVEN

FUTURE-FOCUSED



OCTOBER

Called to Serve



STORIES TO CAPTURE

- Service projects
- Classroom Rosary
- Fall Open House and prospective family visits
- Classroom faith activities
- Student leaders
- Hands-on learning
- Acts of kindness
- Fall festivals, Trunk-or-Treat, or harvest celebrations
- Teachers collaborating during PD



LOOKING AHEAD

Finalize
Thanksgiving
celebrations

Prepare
Giving
Tuesday

Plan
Advent &
Christmas



MARKETING TIP

The strongest enrollment message isn't what you say about your school—it's what your community sees your students doing.



NOVEMBER

Gratitude in Action



MISSION & CATHOLIC IDENTITY

- Celebrate All Saints' Day and All Souls' Day.
- Highlight acts of kindness and service.
- Support outreach for those in need during Thanksgiving.



ENROLLMENT & ADMISSIONS

- Continue school tours.
- Encourage admissions applications.
- Share family and student testimonials.
- Promote winter Open House opportunities.



ADVANCEMENT & STEWARDSHIP

- Launch your Giving Tuesday campaign.
- Share stories of donor impact.
- Celebrate volunteers and benefactors.
- Begin year-end giving communications.



COMMUNITY & ENGAGEMENT

- Celebrate Veterans Day.
- Host Thanksgiving activities.
- Recognize parent volunteers.
- Share classroom gratitude projects.



NOVEMBER

Gratitude in Action



STORIES TO CAPTURE

- Veterans honored by students
- Giving Tuesday campaign highlights
- Thanksgiving classroom celebrations
- Student gratitude reflections
- Parent and volunteer appreciation
- Food drives and donations
- Acts of kindness in action
- Joyful classroom learning moments



LOOKING AHEAD

Prepare
Catholic
Schools Week

Plan
year-end
Giving

Finalize
Advent /
Christmas



MARKETING TIP

November is the perfect time to tell stories of gratitude, generosity, and the impact of your school community.



DECEMBER

Hope & Generosity



MISSION & CATHOLIC IDENTITY

- Celebrate the Advent season.
- Share Christmas traditions and prayer.
- Highlight the Nativity and the birth of Christ.
- Encourage acts of generosity and service.



ENROLLMENT & ADMISSIONS

- Promote winter tours.
- Share why families choose Catholic education.
- Highlight student faith formation.
- Prepare re-enrollment communications.



ADVANCEMENT & STEWARDSHIP

- Launch your year-end giving campaign.
- Thank donors and volunteers.
- Celebrate the impact of generosity.
- Send Christmas cards to alumni and donors.



COMMUNITY & ENGAGEMENT

- Christmas concerts and performances.
- Advent prayer services.
- Classroom celebrations.
- Faculty and staff appreciation.



DECEMBER

Hope & Generosity



STORIES TO CAPTURE

- Students lighting the Advent wreath
- Christmas concert performances
- School Nativity scenes
- Classroom Advent prayer
- Christmas service projects
- Student choir and music
- Teacher and staff appreciation
- Classroom Christmas traditions



LOOKING AHEAD

Plan
Catholic
Schools Week

Finalize
enrollment
campaign

Review
re-enrollment
timeline



MARKETING TIP

The joy your students experience at Christmas is one of your school's most powerful enrollment stories. Share it generously.



JANUARY

Celebrate Catholic Education



MISSION & CATHOLIC IDENTITY

- Celebrate Catholic Schools Week.
- Highlight faith-filled learning every day.
- Invite families to school Mass and prayer.
- Share your school's mission in action.



ENROLLMENT & ADMISSIONS

- Host Open House and school tours.
- Launch re-enrollment for current families.
- Promote financial aid opportunities.
- Celebrate the gift of Catholic education.



ADVANCEMENT & STEWARDSHIP

- Recognize donors and benefactors.
- Celebrate parish and community partnerships.
- Highlight alumni success stories.
- Thank volunteers supporting CSW.



COMMUNITY & ENGAGEMENT

- Showcase Catholic Schools Week activities.
- Celebrate students, teachers, and families.
- Highlight school traditions and spirit.
- Invite prospective families to events.



JANUARY

Celebrate Catholic Education



STORIES TO CAPTURE

- Catholic Schools Week celebrations
- Students leading school prayer
- Open House welcoming families
- Student ambassadors in action
- School spirit and traditions
- Teachers inspiring students
- Families participating in events
- Faith-filled learning moments



LOOKING AHEAD

Prepare
Financial aid
communication

Continue
Enrollment &
re-enrollment

Plan spring
admissions
events



MARKETING TIP

Catholic Schools Week isn't just a celebration—it's your best opportunity to show prospective families what makes your school extraordinary.



FEBRUARY

Love Our School



MISSION & CATHOLIC IDENTITY

- Celebrate love through faith and service.
- Highlight everyday acts of kindness.
- Share student faith formation.
- Celebrate Black History Month.



ENROLLMENT & ADMISSIONS

- Continue re-enrollment efforts.
- Follow up with prospective families.
- Promote financial aid opportunities.
- Share student and parent success stories.



ADVANCEMENT & STEWARDSHIP

- Thank current donors and supporters.
- Share the impact of generosity.
- Strengthen alumni and parish connections.
- Celebrate volunteers.



COMMUNITY & ENGAGEMENT

- Celebrate student achievements.
- Recognize teachers and staff.
- Highlight clubs, arts, and athletics.
- Share classroom learning and collaboration.



FEBRUARY

Love Our School



STORIES TO CAPTURE

- Students showing acts of kindness
- Faith-filled classroom
- Teachers engaging with students
- Student clubs and activities
- Fine arts and music performances
- Hands-on STEM learning
- Families engaged in school life
- Student achievement celebrations



LOOKING AHEAD

Prepare
Easter
events

Plan
admissions
events

Finalize
professional
development



MARKETING TIP

Families are your greatest ambassadors. Celebrate their experiences and invite them to share your school's story.



MARCH

Faith in Action



MISSION & CATHOLIC IDENTITY

- Observe the Lenten season through prayer.
- Celebrate Stations of the Cross.
- Encourage Lenten service projects.
- Reflect through prayer and almsgiving.



ENROLLMENT & ADMISSIONS

- Continue personalized school tours.
- Follow up with prospective families.
- Encourage re-enrollment for current families.
- Highlight student growth.



ADVANCEMENT & STEWARDSHIP

- Share the impact of service and generosity.
- Recognize volunteers and parish partners.
- Highlight donor-supported programs.
- Prepare spring fundraising initiatives.



COMMUNITY & ENGAGEMENT

- Celebrate student achievements.
- Showcase arts, STEM, and classroom projects.
- Highlight student leadership.
- Promote spring school events.

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MARCH

Faith in Action



STORIES TO CAPTURE

- Students praying together
- Stations of the Cross
- Lenten service projects
- Classroom faith discussions
- Hands-on STEM learning
- Student leadership in action
- Arts and music programs
- Spring classroom activities
- Teachers collaborating during PD



LOOKING AHEAD

Plan Teacher
Appreciation
Week

Continue
admissions
events

Plan
Easter
celebrations



MARKETING TIP

The most meaningful stories aren't always the biggest events—they're the everyday moments that reflect your school's faith, joy, and mission.



APRIL

Joy & New Beginnings



MISSION & CATHOLIC IDENTITY

- Celebrate the Easter season with joy.
- Share faith-filled classroom celebrations.
- Continue service and outreach opportunities.
- Reflect the joy of the Resurrection in school life.



ENROLLMENT & ADMISSIONS

- Welcome prospective families for spring tours.
- Continue re-enrollment efforts.
- Showcase student growth and achievement.
- Highlight preschool and kindergarten programs.



ADVANCEMENT & STEWARDSHIP

- Celebrate donor impact stories.
- Recognize volunteers and parish partners.
- Promote spring fundraising initiatives.
- Prepare year-end communications.



COMMUNITY & ENGAGEMENT

- Celebrate student achievements.
- Highlight spring concerts, arts, and athletics.
- Showcase field trip experiences.
- Build excitement for end-of-year events.



APRIL

Joy & New Beginnings



STORIES TO CAPTURE

- Easter celebrations and school Mass
- Students learning outdoors
- Spring concerts and performances
- Student artwork on display
- Classroom collaboration and projects
- Field trips and learning adventures
- Prospective families on campus
- Spring athletics and school spirit



LOOKING AHEAD

Plan
end-of-year
celebrations

Finalize
Graduation
events

Prepare
summer
learning



MARKETING TIP

Spring is one of the most joyful seasons in Catholic schools. Let prospective families experience that joy through your stories.



MAY

Celebrate the Journey



MISSION & CATHOLIC IDENTITY

- Celebrate May Crowning.
- Honor graduates with prayer and blessing.
- Celebrate school Masses and faith traditions.
- Recognize students living the Gospel.



ENROLLMENT & ADMISSIONS

- Welcome newly enrolled families.
- Continue admissions for available openings.
- Highlight student success stories.
- Begin planning summer enrollment.



ADVANCEMENT & STEWARDSHIP

- Celebrate Teacher Appreciation Week.
- Thank volunteers, donors, and supporters.
- Recognize alumni and graduating families.
- Prepare your annual impact report.



COMMUNITY & ENGAGEMENT

- Celebrate spring concerts and performances.
- Highlight awards and student achievements.
- Share graduation traditions.
- Build excitement for summer programs.



MAY

Celebrate the Journey



STORIES TO CAPTURE

- May Crowning celebration
- Teacher Appreciation Week
- Award ceremonies
- Graduation celebrations
- Spring concerts and performances
- Field Day and school traditions
- Classroom end-of-year projects
- Volunteers and parent appreciation
- Joyful year-end school moments



LOOKING AHEAD

Plan back-to-school messaging

Welcome new families

Finalize summer learning



MARKETING TIP

Every year-end celebration is next year's enrollment story. Capture the joy and sense of accomplishment that make your school special.



JUNE

Reflect & Recharge



MISSION & CATHOLIC IDENTITY

- Celebrate end-of-year Masses and prayer.
- Reflect on God's blessings throughout the year.
- Recognize students living your mission.
- Share faith-filled moments from the year.



ENROLLMENT & ADMISSIONS

- Welcome newly enrolled families.
- Continue filling remaining openings.
- Promote summer tours and inquiries.
- Keep prospective families engaged.



ADVANCEMENT & STEWARDSHIP

- Thank donors, volunteers, and partners.
- Share your annual impact and successes.
- Recognize graduating families and alumni.
- Begin planning next year's advancement.



COMMUNITY & ENGAGEMENT

- Celebrate the last day of school.
- Highlight summer learning opportunities.
- Recognize faculty and staff accomplishments.
- Share year-in-review highlights.



JUNE

Reflect & Recharge



STORIES TO CAPTURE

- End-of-year school Mass
- Last day of school
- Graduation celebrations
- Students signing yearbooks
- Summer learning activities
- Teacher and staff celebrations
- Volunteer appreciation
- Year-in-review highlights
- Joyful farewell moments



LOOKING AHEAD

Prepare back-to-school messaging

Refresh admissions materials

Plan summer social media



MARKETING TIP

Celebrate your successes, stay connected with families over the summer, and begin building excitement for the year ahead.



MEASURE

What Matters

Tracking a few key indicators each month helps you celebrate successes, identify opportunities, and make informed decisions throughout the year.



ENROLLMENT

- New inquiries
- School tours
- Applications started
- Applications completed
- New enrollments
- Re-enrollment %



ADVANCEMENT

- Donations Received
- Giving participations
- Volunteer involvement
- Event attendance



MARKETING

- Website visits
- Social media engagement
- Email open rate
- Google reviews
- Family referrals



EVERY MOMENT

Tells Your Story

Use these monthly strategy cards to plan with purpose, capture the moments that matter, and share the mission of your Catholic School.

GET THE FULL PLANNING WORKBOOK

Scan the QR Code to make
your own copy of the
Marketing Moments
Catholic School Annual
Marketing Planner.



SCAN ME

