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Catholic Schools Sunday Guide 2015

TIMELINE OF NEXT STEPS

- **Step 1, March 18** – Catholic Schools Sunday RSVP (tinyurl.com/CatholicSchoolsSunday OR madzima@csfboston.org)
- **Step 2, March 25** – School leaders confirm parish participation and email names of participating parishes to madzima@csfboston.org
- **Step 3, March 30-April 3** – Schools hang up Catholic Schools Sunday posters at schools and churches; send bulletin announcements to churches for the first two weekends in April
- **Step 4, April 8** – School leaders review testimonials with families
- **Step 5, April 12** – Event date (See “Program Overview” and “Social Media Campaign”)
- **Step 6, April 20** – School leaders and pastors complete program survey (to be emailed)
DESCRIPTION

Catholic Schools Sunday is an outreach opportunity that allows schools to increase awareness of their schools and share their message with new families and community members. During this event, participating parishes in the Archdiocese of Boston – with and without affiliated Catholic schools – welcome a Catholic school student and parent to share their experiences at Catholic schools at the end of Mass with the parish community.

School leaders identify one to two families to speak at the family Mass at local parishes (either the school’s parish or a parish without an affiliated school) and coordinate with the parish’s pastor. Schools are encouraged to host a coffee hour and share promotional materials with interested families and community members following Mass.

The Catholic Schools Collaborative (CSC) creates and coordinates resources for the schools and parishes, as well as evaluates the program.

RATIONALE

A shared outreach effort across multiple parishes in various communities will strengthen the public’s awareness of Catholic schools as thriving educational opportunities for families that benefit the entire community.

Supporting Catholic Schools Sunday in April allows schools to build on the momentum generated from outreach efforts in January during Catholic Schools Week, the traditional core marketing program for Catholic education. By participating in Catholic Schools Sunday, schools benefit from continuous outreach during the enrollment season, which continues throughout the spring.
PROGRAM OVERVIEW

The format for Catholic Schools Sunday relies on schools’ active participation.

**Before the event**, schools will:

- Contact their parish priests to explain the event and confirm the parishes’ participation; Email participating parishes to madzima@csfboston.org
  - The “Resources” section of this guide includes a letter to share with pastors.
- Identify families that will speak at Mass and rehearse the testimonials with the families;
  - Sample speeches for the parents and students, as well as sample permission slips, have been included in the “Resources” section.
- Hang up Catholic Schools Sunday posters at schools and churches (included in “Resources”);
- Send bulletin announcement to churches for the first two weekends in April (included in “Resources”);
- Contact the church to advise the parish priest of who will be representing the school.

**On the day of the event**, schools will:

- Send 3-4 representatives to the designated Mass
- A student and parent will each speak after Communion to promote Catholic schools.
  - The parent will speak for one minute about why s/he sends his/her child to a Catholic school and to express thanks for the parish’s support.
  - The student speaker will speak for one minute about his/her school.
- A school administrator or representative will be present after Mass to provide information to interested families.
- A school can opt to host a coffee hour for interested families.
- Students will be in uniform to represent their schools.
- Students will be driven to the parish by their parents/guardians or a member of the school staff.
- The parent and student will arrive before Mass to introduce themselves to the parish priest.
- If the school requires it, a permission slip will be collected beforehand for each student.
- Schools are encouraged to take pictures and participate in the Catholic Schools Sunday Social Media Campaign
SOCIAL MEDIA CAMPAIGN

WHAT: The Catholic Schools Foundation will promote Catholic Schools Sunday and its participating schools on its website, Facebook page, Twitter account, Instagram account, and in its newsletter. Likewise, schools are encouraged to take pictures of their families and share these pictures, along with messages about their schools and Catholic education, during Catholic Schools Sunday via Facebook, Twitter, and Instagram.

HOW: Like the Catholic School Foundation’s Facebook page (search for “Inner City Scholarship Fund” and look for our star logo) and post pictures and messages about your school, Catholic education, and Catholic Schools Sunday. Tweet and post pictures on Instagram about your school, Catholic education, and Catholic Schools Sunday using the hashtag: #CatholicSchoolsSunday and include @ICSFBoston.

WHO: Schools, teachers, and parents are encouraged to make multiple submissions via Facebook, Twitter, and Instagram.

WHEN: Friday, April 10, 2015 through Monday, April 13, 2015.

PRIZE: Schools will be placed in a raffle for each submission they make on social media using the guidelines above. The winning school will receive a $500 gift card to Staples.
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RESOURCES

Sample Bulletin Announcement

Catholic Schools Sunday

Sunday April 12, 2015 is Catholic Schools Sunday. On this day, participating parishes in the Archdiocese of Boston – with and without affiliated Catholic schools – welcome a Catholic school student and parent to share their experiences at Catholic schools at the end of Mass with their parish communities. Catholic Schools Sunday allows schools to share their message with new families and community members. Catholic schools provide a rigorous academic curriculum to students while emphasizing moral development, service to others, and leadership skills. Contact your parish or neighborhood school, X, at xxx-xxx-xxxx, or mail@email.com, for more information about a Catholic education!

Domingo de Escuelas Católicas:

Parroquias en el arquidiócesis de Boston celebran el domingo de Escuelas Católicas el 12 de abril. Alumnos y sus familias compartirán sus buenas experiencias en una escuela católica durante la misa con sus comunidades de la iglesia. Escuelas católicas hay un currículo riguroso que pone énfasis en el desarrollo moral, servicio a otros, y el liderazgo. Contacte a la escuela de su parroquia o de su comunidad, X, a xxx-xxx-xxxx, o a mail@email.com, para más información de una educación católica.
Sample Script

PARENT:
Good morning. My name is ______________________ and I am a proud parent of a student who attends a Catholic school. My son/daughter, ________________________, attends ______________________ School in ______________________. Our Catholic school has given my son/daughter many unique opportunities (name examples here). These opportunities have helped my son/daughter to grow and realize his/her potential as both a scholar and a member of our community. Our school has also given my child the tools to succeed: advanced academics, moral and values-based instruction, a sense of community, a sense of belonging, and a sense of self. I know my son or daughter will be successful in life due in part to the education and community we have found at our school. If you haven’t considered a Catholic school for your child then I encourage you to find out more information. I am thankful for the opportunity to send my child to a Catholic school and grateful for the education that he/she is receiving.

STUDENT:
Good morning. My name is ________________________. I attend ______________________ School in ______________________. I am in grade ___. In my school, I learn about my faith and why it is important to reach for high academic standards. We learn to do our best and be kind to others. Because of these lessons, my school is a welcoming, safe, and fun place to learn. My favorite thing about ______________________ School is (name 2 examples here). I am thankful that my parents send me to a Catholic school and I am grateful to all of you for your support of Catholic schools in the Archdiocese of Boston.

[If you are interested in hearing more about Catholic schools, we are hosting a coffee hour at XXX and would love to tell you more about our school.] If you are interested, we have brochures from our school and you are welcome to take one as you leave. Have a wonderful day!
Dear Parent(s),

The Catholic Schools Foundation, a supporter of Catholic schools in the Archdiocese of Boston, has invited our school to take part in an annual event to promote local Catholic schools.

This event is called Catholic Schools Sunday and will be held on Sunday, April 12, 2015 at parishes across the Archdiocese. Students and parents from our school are asked to speak briefly during Mass following Communion. Parents will speak for one minute about why they send their children to Catholic schools and students will speak for one minute about their positive experiences at their school as well as thank parishioners for their ongoing support.

You and your child have been selected to be our school’s speakers at Mass! You will be provided a speech that you can use, but we encourage you to add your own words and examples. Your child will be given time to rehearse his/her speech during the school day with an administrator or teacher.

You and your child will speak at ________________________________ Church after Communion at the ________ a.m./p.m. Mass. We ask that you be responsible for driving your son/daughter to the church. It is helpful to arrive at Mass early to introduce yourself and your child to the parish priest. He will appreciate the opportunity to speak with you and your child beforehand and share any Mass procedures with you.

Naturally, your permission is needed for your child to participate. If your child is able to participate AND you can drive your child to church on April 12, 2015, please fill out the permission slip below and return it by Friday, April 4, 2015.

Thank you in advance for your support!

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PERMISSION SLIP

I give permission for my child, __________________________________________, to participate in Catholic Schools Sunday on April 12, 2015. I will insure that my child is transported to and from the church listed below at the appropriate time.

_________________________________________  __________________  __________________
Church                                Time of Mass              Arrival Time

_________________________________________  __________________  _______________
Parent Signature                      Date                     Parent Cell Phone

Please fill out and return this form by Friday, April 4, 2015.
February 25, 2015

Dear Parish Leaders,

We warmly invite you and your parish to participate in the 3rd annual Catholic Schools Sunday on April 12, 2015. During this event, participating parishes in the Archdiocese of Boston – with and without affiliated Catholic schools – welcome a Catholic student and parent to share their experiences at Catholic schools at the end of the family Mass with the parish community.

Families in Boston have many choices for their children’s education. Catholic Schools Sunday allows schools to increase awareness of their school and share their message with families who may not know that a Catholic education is a possibility for every child.

The Catholic Schools Collaborative staff and school leaders will work with the Catholic school student and parent to prepare their short testimonials about the power of a Catholic school education.

Thank you for participating in this event and for your ongoing support of Catholic schools in Boston. Please do not hesitate to contact me with any questions about our 3rd annual Catholic Schools Sunday! We are eager to hear from you!

Many blessings,

Megan Adzima
Director of the Catholic Schools Collaborative and Hispanic Outreach
The Catholic Schools Foundation
madzima@csfboston.org

Catholic Schools Sunday is
April 12, 2015

Sharing the news about
Catholic schools with
our parish communities!
Celebrating Our Catholic Schools Together!
The Catholic Schools Foundation • Boston, MA • csfboston.org • 617.778.5981

Catholic Schools Sunday

Hear more about Catholic schools at Mass on Sunday, April 12, 2015.

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