



Catholic Schools
Faith. Excellence. Service.

MARKETING KIT

FOR CATHOLIC SCHOOLS 2020-2021

National Catholic Educational Association
www.NCEA.org/csw

Acknowledgements

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Letter from the Editor: Moving Forward

Many of you are likely sitting at your desks today wondering, “How can we move forward after the challenges and destruction of the past six months? How can I lead my school into the future when I have nothing to guide my idea of what it will look like?” Although I wish I had concrete answers for you, the only answer I can give is that God is always watching over us. In times like these, it’s easy to question why God does not step in when millions of people are suffering. But, the answer to all of our doubts and questions is that we must first trust; God’s ways are not our ways. As Catholic school educators, you are doing his work. There is no doubt in my mind that he will lead and protect you.



Although this year will no doubt look vastly different than those previous for us all, we still have a lot to be grateful for and celebrate. The Catholic Church and the national Catholic school system continue to stand strong. Because of the work that you do, we continue to educate nearly 2 million children each year, setting them up for success and contributing to the improvement and preservation of our country. Our celebrations of Catholic Schools Week this year will likely have to be adjusted, but this does not take away from what we celebrate. We will continue to stand together to celebrate the impact Catholic schools have on the lives of students and families throughout our country.

Due to the changing situation we all find ourselves in, I have rewritten the Marketing Guide for this year to help you move forward. In the following pages, you will find both brand new resources and those that have been rewritten based on your feedback. You will find guides for developing a personalized marketing plan for your school, choosing marketing channels, establishing a presence on social media, planning Catholic Schools Week activities and liturgies, and adapting to virtual events and tours. Whether your school is able to hold in-person classes or must adapt to virtual learning once again, these resources are here to support you in moving forward.

Despite the challenges I have encountered personally and the plans for the future that have been put on hold, I feel incredibly blessed to have had the opportunity to put this resource together for you. In my life, God has shown me how he can take suffering and make it beautiful. I believe that he can do that for you and your school as well, and know that I will be praying for you always. As a Catholic school graduate and Catholic university student, I know the impact a Catholic education can have on a life. Stay strong in your work. God is watching over you. We’re all in this together.

In gratitude for the work that you do and best wishes for the year ahead,

*Rachel Rell, University of Notre Dame Student and
2020 NCEA Summer Marketing Intern*



About This Kit

Effective marketing is essential to a Catholic school's success in today's competitive education environment. What you do to highlight your school's participation in National Catholic Schools Week (CSW) is only part of the effort. Your school's success depends on a year-round marketing program that builds support for your school and sells its unique benefits. A strong marketing plan will help retain current students; attract and welcome new students; encourage a sense of pride among staff and attract the best educators; foster community support to help drive development efforts and ensure that your school will continue to fulfill its mission of providing a faith-filled and academically excellent education to all.

The Marketing Kit for Catholic Schools for 2020-2021 includes the following:

- An overview of content and storytelling marketing – two marketing approaches effective in developing your school's year-round marketing strategy
- A guide to choosing marketing channels and creating a strong social media presence
- CSW information and resources for planning 2020-2021 CSW celebrations and liturgies
- Tips and how-to's for virtual events
- A list of further templates and resources found on the NCEA website

For more information and templates to help you get started please visit www.NCEA.org/csw

Any links or program recommendations included in this guide were researched in July 2020 and are not guaranteed to be up-to-date or backed by NCEA. Always conduct your own research before using the recommendations found in this guide to be sure they are the right opportunities for your school.



Content Marketing for Catholic Schools

What is content marketing?

- Content marketing is a marketing approach that focuses on positioning your Catholic school as a guiding force by providing relevant, meaningful and accessible content that meets the needs of your identified audiences – not necessarily to promote your school but to stimulate interest in it and highlight your strengths.
- Content marketing takes place year-round, but can be particularly emphasized during Discover Catholic Schools Week in November.

Who is my audience?

- Prospective families and educators
- Current and alumni families
- Community and parish members
- Donors

Why is content marketing important?

- Prospective parents research your school to see that it provides all of the academic and faith experiences they want for their children before reaching out to you.
- Prospective educators want to see that you truly live out the values you proclaim before joining your team.
- Current families are retained through reassurance of the impact your school is having on the lives of their children.
- Alumni families remain connected to the school by staying informed of new changes and events.
- Community and parish members form a connection to the school and your students by seeing the benefits your school offers to the young people of the community.
- Donors want to see how their gifts are making an impact on the lives and educations of students and families.

Content Marketing Planning Guide

Simply follow the steps below to formulate your own content marketing plan! Use the questions outlined in each step to brainstorm, and see the upcoming page on Marketing Channels to evaluate the most effective channels to use in implementing the plan you create for your school.

Step-by-Step Guide

1 Identify Your Audience – Determine who you need to target to reach your goals.

- Who do you want to inspire and connect with through your marketing plan?
- Who do you need to engage to reach your target audience: alumni, grandparents, parishioners, potential volunteers, new community residents, private and public school supporters, business and other community leaders?

2 Craft Your Message – Create a message that highlights your school's strengths.

- What are your school's key strengths?
- What does your school offer that other private or public schools don't?
- Why do families choose your school?
- What are you the most proud of in regards to your school?
- How does your school serve those seeking academic excellence, faith formation and service opportunities for their children?
- What is your message calling your audience to do?
- Will the message you have crafted resonate with your audience?

3

Create Informed and Actionable Goals – Determine the results your content marketing campaign should accomplish and actions you can take to ensure they are achieved.

- What are one or two specific goals that you want to achieve over the next year: increase enrollment, improve retention, boost fundraising?
- How will you achieve these goals and objectives?
- Who will help you achieve them?

4

Determine Your Message Channels and Vehicles – Identify which marketing channels are effective for the audience you want to target.

- What marketing channels have worked in the past: website, social media, email?
- What channels does your target audience prefer?
- Are you reaching your target audience on the channels you are currently using?
- Do you need to create a presence on a new channel?

5

Measuring Success – Select metrics that will help you assess the effectiveness of your campaign.

- How will you measure the success of your campaign: Facebook likes, Twitter retweets, Email open rate, student retention percentage, number of new students enrolled?
- How can you adapt your plan if objectives are not being met?

Storytelling Marketing for Catholic Schools

What is Storytelling Marketing?

- Storytelling marketing is a marketing approach that focuses on building connections through emotional and relatable stories that gain attention, build a sense of belonging and link your school to the values you share with your audience.

Why is Storytelling Marketing important?

- **Stories initiate genuine connections.**
Craft a story that is heartfelt and connects with readers on an emotional level. Draw readers in to learn more about your school. Share stories of your school family and faith community that readers can relate to.

- **Stories attract attention.**
Complement facts about graduates and enrollment information with emotional connection. Tell a story that readers can't forget. Put the spotlight on your school.
- **Stories communicate your passion.**
You are passionate about the mission of Catholic education, so share this with others. Compel readers to participate in your mission. Point out what makes your school different.
- **Stories unite Catholic schools nationally.**
The Catholic education system has an impact on almost 2 million students nationwide. Your school is a part of this national mission. Tell a story that connects your school to the thousands of others nationwide.
- **Stories demand engagement.**
Engage and encourage your readers to reflect and make connections with your school and students. Prompt your readers to share their connections to your story. Provide an opportunity for them to share their connections with you.



Storytelling Brainstorming



Reflect on these questions as you build your school's narrative:

How did your school begin? What is its history?	1	6	What do your students love the most about your school? What do their parents love? What do the staff love?
Who is your school named after? How does the school embody the values and mission of this person/people?	2	7	What is the impact your school has on its students and their families? On the community? On your parish?
What is your school's mission?	3	8	What obstacles have your school or students had to face?
What are three values your school community emphasizes?	4	9	What are the most newsworthy items that have happened in your school community in the last three years? How have you overcome, grown from, or built upon them?
What are the three most distinguishing factors that set your school apart?	5	10	Who are the most effective storytellers in your school community? How can you emulate them in telling the story of your school?

Marketing Channels Guide

Use this guide to choose the marketing channels that will be the most effective for your year-round marketing strategy and CSW marketing efforts. Launch your marketing plan on one or multiple channels. Each target audience will be best targeted by different channels, so see which channels work the best for you and your school!

Online Communications

Email

Emails are the best form of communication for most target audiences. Be sure to send emails regularly with information that readers will find useful.

TIP: Choose the recipients of your emails based on the content or topic of the email. Create separate email lists for current parents, prospective parents, staff, etc.

TIP: Request current email addresses at the beginning of each school year and throughout the admissions season to keep your email lists up-to-date.

Ideas for Email Content:

- Current parents: Highlight student accomplishments, invitations to school events, weekly newsletter
- Prospective parents: How to register, registration timeline, invitations to school tours and new student events
- Parish members: Invitations to school events, CSW activities + pictures of the students, highlight student accomplishments

Blogs

Blogs are a great way to share your storytelling marketing message. Tell the story of your school to parents, teachers, and community members.

TIP: Use the blog to interact with your readers. Allow them to leave comments and share their reactions to the stories you tell.

TIP: Ask many different people within your school community to contribute an article to the blog. Tell the stories of teachers, parents, administration, students and parish members.

Ideas for Blog Content:

- Teachers: Share teaching ideas and tips, share the new programs they are implementing in the classroom, share a heartfelt moment they experienced with a student
- Students: Write essays on various topics, share what they love about the school
- Parents: Share why they chose Catholic school for their child(ren) or more specifically why they chose your school, share their personal testimonies or faith journeys
- Administration: Why they got involved with Catholic schools, share their goals in running the school

Social Media

See the Social Media Guide for general social media tips, an overview of popular social media platforms, content ideas and examples of top-performing Catholic school accounts.

Websites

Your website is where current and prospective members of your school community go for information. Be sure that it includes updated information, as well as content that showcases your students' Catholic school experience. If your school doesn't have a website or has one that is outdated, start here!

TIP: Include your values and mission statement on the homepage to emphasize your focus on them.

TIP: Link your social media channels from your website to urge visitors to check out the content you have posted on other channels.

Online Ads

Capture the attention of potential families by purchasing ads on popular platforms such as Google, Facebook and Instagram. These programs offer the ability to control your budget and choose who sees your ads.

TIP: Explore the opportunities available with Google Ads, Facebook Ads, Microsoft Advertising, Instagram Business, etc. Determine which platform is the most effective for your target audience and marketing budget.

School App

Create an app for your school. Connect with current parents and students with resources specific to them, and offer them the opportunity to communicate with you directly through the app.

TIP: There are multiple software services available for you to easily and cheaply create an app for your school without any coding necessary. Utilize the templates and colors schemes they have available or design your own. A simple Google search yields multiple options to choose from based on your school's needs.

Ideas for App Capabilities:

- Send reminders about events or deadlines using push notifications
- Book parent teacher conference time slots
- Submit permission slips and student health information
- Message individual parents or students



Print and Display Materials

School Bulletin Boards

Grab the attention of school visitors with visually compelling displays throughout the school.

TIP: If you have multiple spaces for displays, highlight different programs, classes, or values on each. Point out each display as you lead tours for prospective parents and explain why you chose to highlight the topic.

TIP: Allow students and parents to help create these displays. Incorporate their creativity with student-designed decorations and pictures of students.

Information Packets/Brochures

Attract the attention of prospective or potential parents with information on your school's academics, faith formation and student experience.

TIP: Partner with local business leaders and current parents to place your packet/brochure in their places of employment.

TIP: Mail this information to all families within the reach of your school. Evaluate the costs and benefits of this to determine if it is the right choice for your school.

Ideas for Information to Include in Packets/Brochures:

- Curriculum and educational philosophy
- Answers to frequently asked questions
- Reports on standardized test scores
- Tuition options
- Testimonials from parents and staff
- Contact information
- Registration information and timeline

School Signs

Generate interest in your school by creating signs with your school's name, logo and mission statement. Post these signs outside your school and parish.

TIP: Encourage families to place one of your signs in their front yards. Consider creating personalized signs for each family with the first names of their students to add a personal touch.

Merchandise/Apparel

Spread awareness about your school by creating merchandise to give away on social media or give and sell to students and families. Use your greatest proponents, students and their families, to share their experiences with your school when asked about their apparel.

TIP: Create merchandise that students and families will truly use. You may have to spend a little extra, but it's worth ensuring that buyers or winners will wear or use them.

Ideas for Merchandise/Apparel: Sweatshirts, T-shirts, car stickers, baseball hats, pens, notebooks, frisbees, pop sockets, phone cases, blankets, party supplies such as plates, napkins and balloons





Personal Engagement

Personal Contact

Create a genuine connection with current and prospective members of your school community by reaching out with individual and personalized content.

TIP: Follow-up with prospective parents after tours. Let them know that you enjoyed showing them your school and you are available to answer any post-tour questions they have. Also include information on how to register their children.

Ideas for Personal Contact:

Phone call, personalized email, handwritten postcard, in-person conversation

School Ambassadors

Provide prospective families with a cohort of parents and students to answer their questions and provide them with additional resources. Choose families with experience in the school and provide their contact information to prospective parents.

TIP: Host a networking event before tours to connect current parents with prospective families.

TIP: Invite one or two of your parent advocates on tours to complement the information you offer with testimonies and first-hand experiences.

Open Houses and Tours

Showcase your school by offering tours and open houses for small groups of prospective

parents. Explain what makes your school special and communicate the impact you have on the lives of your students and families. Highlight the academic, faith and service experiences available to your students.

TIP: Involve current students and parents in tours wherever possible. No one can tell the story of your school better than those who experience the impact of it firsthand.

Media Relations

News Media

Share your school's story and accomplishments with community members and potential families through the local media. Invite reporters to cover your events or submit your own concise, well-written articles.

TIP: Invite local media to school events for the community. Allow them to interview the event organizers to incorporate the mission of your school into the story. Showcase the students and the experience they have gained through the event.

Advertisements

Capture the attention of potential families and donors by creating ads and purchasing space in local printed media or time on TV or radio programs. Promote a message pertinent to the action you want those who see your ad to take, such as contact you for registration information or donate to your school.

Ideas for Advertising Platforms:

Radio, newspaper, TV, billboards



Social Media Guide

General Social Media Tips

- Get to know each platform before you start using it. Each platform is a little different, so stay updated with the trends and uses of each one.
- Your profile is the face of your school – keep it updated and draw readers in with your profile picture and description. Include your mission and values in the header or bio.
- Include a link to the school's website as a source for additional information.
- Engage with your followers on each channel. Like other schools' and followers' posts, respond to their comments, and repost their content.
- Each platform has analytics capabilities. Explore the opportunities each offers for tracking how many people have seen your posts, engage with them, etc.
- Create a calendar to help you manage your social media posts. Include each day of the week and which platform you will post on each day. Ensure that you post on each platform regularly.
- Post content that will resonate with your followers. Create a connection with them and provide the information they are looking for.
- Tag other people associated with your content. Connect your followers with them and provide them the opportunity to share your post on their own profiles.
- Use hashtags to expand the reach of your posts. Use them strategically to reach the audience you are trying to target and avoid overwhelming hashtags with millions of posts.
- Use Canva to easily design social media posts, as well as other marketing and teaching materials. Canva offers a free Pro membership for teachers, Canva for Education, which includes access to more resources and templates.
 - <https://www.canva.com/education>
- Offer parents the opportunity to provide pictures for the school's social media. Parents take pictures at all school events, so take advantage of the opportunity to use the content they have already captured. Set this up using a shared Google Drive, a separate email address, or functionality within your school's app or website.
- Ideas for Social Media Content: Parent recommendations/testimonies, school events, financial aid options, infographics, student achievements, interview the principal or members of the administration, highlight new programs or classes, introduce new staff members, showcase graduating students, event or school trip experiences, display how you're living out your mission and values, unique school programs, sporting achievements, scripture quotes or short prayers, saint feast days, charity work, sustainability efforts, how you're responding to welfare concerns such as bullying.

Facebook



Facebook is generally used for staying in touch with family and friends, as well as acquiring information about community businesses and events. Use it to share information about your school and school events, and start a conversation between current and prospective parents.

TIP: Take advantage of posting videos on Facebook. They continue to grow in popularity and see more engagement than text or photo posts.

TIP: Utilize Facebook Live to stream virtual events.

TIP: If you have a business Facebook account, change the settings to allow reviews to be shown. Invite current parents to write reviews of the school to be seen by prospective parents.

TIP: Create Facebook events to invite participants to your events. Provide them the opportunity to RSVP directly through the platform and share the event with friends and family.

Facebook Content Ideas:

- Attach newsletters to posts
- Post links to articles written in the local media about your school

Instagram



Instagram boasts high quality visuals and concise captions. Use this platform to connect with younger generations, specifically those 35 and under. Create visually-stimulating photos that highlight your students and their accomplishments.

TIP: Instagram stories expire after 24 hours. Use stories to post time-sensitive information or highlight events as they happen, and use regular posts for other content. Facebook also has this 24-hour story capability.

TIP: Link your other social media accounts, namely Facebook, to your Instagram account to automatically post the same content to other platforms as well. To do this, link the accounts from the settings on Instagram.

Instagram Story Content Ideas:

- Create polls
- Use the question and answer feature to answer questions parents have
- Student takeovers





Twitter

On Twitter, you are able to post short snippets of text, photos, links and other media. With a character limit of 280, you must choose your words and links carefully.



TIP: Retweet other users' posts to provide your followers with fresh, new content and create a relationship with other users.

TIP: Include a pinned tweet on your profile. Make sure that it is one that generated attention when first posted and one that you want to showcase to new profile visitors.

TIP: Include visuals such as photos or videos to increase engagement with your tweets. Twitter is focused on the text of your message, but visual components can direct more attention to it.

Twitter Content Ideas:

- Trending events
- Breaking news
- Athletic event updates

LinkedIn

LinkedIn is social media's professional platform. Use it to connect with parents and stay connected to alumni. Keep your posts professional and save playful content for other channels.



TIP: Include a photo on your posts to increase engagement.

TIP: Explore who has viewed your profile and follow up with them to share more information about your school and invite them to a tour or other school event.

TIP: Introduce prospective parents to current parents within the platform. Allow them to form a connection and make plans to talk in person or on the phone.

LinkedIn Content Ideas:

- New teaching methods
- Updates on the Catholic education industry
- Highlight challenges or successes faced by Catholic schools

YouTube

YouTube is a video platform that can be used for videos of any length. Upload short school highlight videos as well as longer recordings of school events. Engage viewers by giving them a glimpse into your school community.



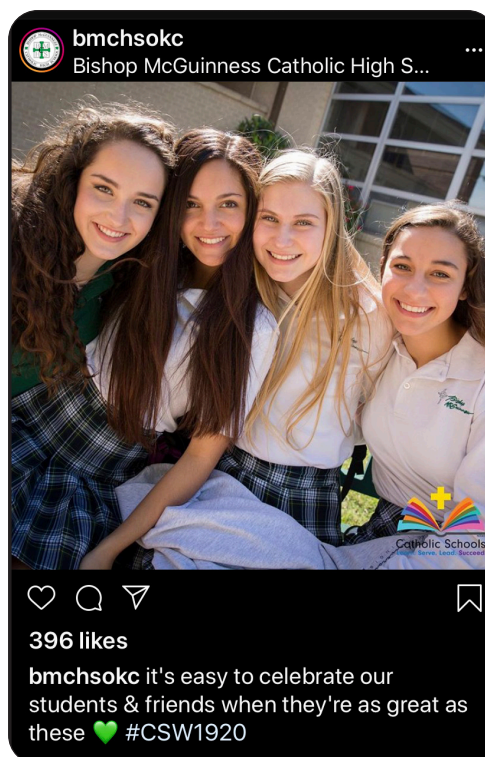
TIP: Create high-quality videos to increase engagement. Ensure that the visual and sound quality attracts viewers, not discourages them.

Social Media Success Stories



Facebook

- @visitationcatholic
Visitation Catholic School, Kewanee, IL
- @smsmd.org
St. Martin of Tours Catholic School, Gaithersburg, MD
- @notredamesj
Notre Dame High School, San Jose, CA
- @StRaymondMPIL
St. Raymond School, Mount Prospect, IL
- @SMSVT
St. Michael School, Brattleboro, VT
- @conwellegan
Conwell-Egan Catholic High School, Fairless Hills, PA



Instagram

- htsgeorgetown and htslibrary
Holy Trinity School, Washington, D.C.
- bmchsokc
Bishop McGuinness Catholic High School, Oklahoma City, OK
- spscardinals
Saint Philip School, Greenville, RI



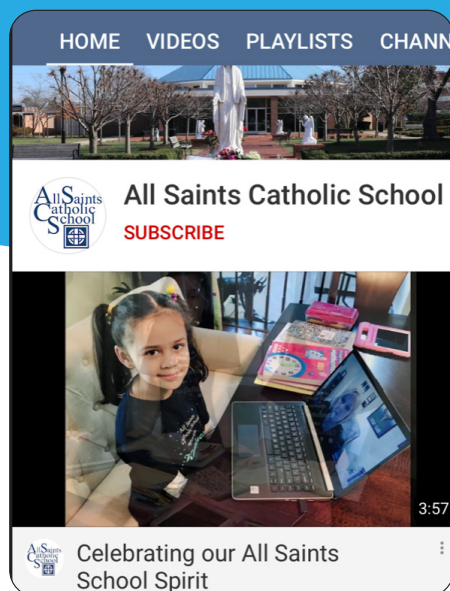
Twitter

- @StJudeRCS
St. Jude Regional Catholic School, Rockville, MD
- @SartanX
St. Pius X High School, Albuquerque, NM
- @SmsgCrusaders
St. Michael-St. Gabriel, Indianapolis, IN
- @ScotusCC
Scotus Central Catholic High School, Columbus, NE
- @SaintJoeHigh
Saint Joseph High School, South Bend, IN
- @HolyTrinityDHS
Holy Trinity High School, Hicksville, NY



LinkedIn

- Newman Catholic Schools
Newman Catholic Schools, Wausau, WI
<https://www.linkedin.com/company/newman-catholic-schools-wausau/> (include links for all LinkedIn and YouTube accounts within school names)
- Resurrection Catholic School at the Cathedral
Resurrection Catholic School at the Cathedral, Kansas City, KS
<https://www.linkedin.com/company/resurrection-catholic-school-at-the-cathedral/>
- Saint Basil Academy
- Saint Basil Academy, Jenkintown, PA
<https://www.linkedin.com/school/saint-basil-academy/>
- Cardinal O'Hara High School
Cardinal O'Hara High School, Springfield, PA
<https://www.linkedin.com/school/cardinal-o'hara-high-school-springfield-pa/>



YouTube

- All Saints Catholic School
All Saints Catholic School, Manassas, VA
<https://www.youtube.com/user/allsaaintsvaschool>
- Saint Bridget Catholic School
Saint Bridget Catholic School, Richmond, VA
<https://www.youtube.com/c/saintbridgetrva/featured>
- Archmere Academy
Archmere Academy, Claymont, DE
<https://www.youtube.com/channel/UCmlbQoeD5PNLQuRhGFPDS4w/featured>
- Butler Catholic School
Butler Catholic School, Butler, PA
<https://www.youtube.com/channel/UCaFu16b19D-uwplslUYobOA/featured>

About the CSW Logo and Theme

The CSW 2021-24 theme is “Catholic Schools: Faith. Excellence. Service.” Catholic schools have a specific purpose to form students to be good citizens of the world, love God and neighbor and enrich society with the leaven of the gospel and by example of faith.

As communities of faith, Catholic schools instill in students their destiny to become saints. Academic excellence is the hallmark of Catholic education intentionally directed to the growth of the whole person – mind, body and spirit. Finally, service is fundamental to Catholic education and the core of Catholic discipleship. Service is intended to help form people who are not only witnesses to Catholic social teaching, but also active participants through social learning.

The CSW logo emphasizes that the Catholic school, like the Catholic Church, is not a building or an institution, but it is the people. As the people of God, we work together to bring the Kingdom of God to Earth and raise up the next generation to do the same. The image of teachers and students forming the foundation of the school shows that they are active people of faith who serve others and God. May we all strive to live in active service of Jesus and his mission as we nationally join together during Catholic Schools Week and always.



CSW Brand Guidelines

Catholic Schools: Faith. Excellence. Service.
January 31 – February 6, 2021

The following logo is available for Catholic schools to use, not only to brand their CSW celebrations and activities, but to incorporate into their year-round marketing activities. Catholic schools are encouraged to place the logo on their school website and marketing materials.

A variety of formats of the logo are available for download at www.NCEA.org/csw. The logo must be used in its entirety, without changes or deletions of any kind in design, color or any other element. The National Catholic Educational Association must be credited.



A Catholic school, arch/diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo without the prior written permission of NCEA. Please visit the [CSW Logos and Themes](http://www.ncea.org/csw/Planning%20Tools/Logo_Guidelines/CSW/Planning_Tools/Catholic_Schools_Week_Logos_and_Themes.aspx) webpage for a list of common acceptable usages and unacceptable usages of the logo. For any other request, please email nceatalk@ncea.org with the subject: CSW logo request for approval.

https://www.ncea.org/csw/Planning%20Tools/Logo_Guidelines/CSW/Planning_Tools/Catholic_Schools_Week_Logos_and_Themes.aspx

Daily Themes for Discover Catholic Schools Week: November 8 – 14, 2020

Sunday: Discover Your Parish Family



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in the CSW celebration by devoting a Mass to Catholic education.

TIP: Even if you are not a parish school, reach out to local parishes to see if you can be part of a Mass during CSW. This is a great way to reinforce the shared commitment of faith and academics forming the whole child.

Ideas for Discover With Your Parish:

- Host a meet and greet after each Mass in the parish center to share information about recent school projects.
- Have older students speak at Mass about their experiences in the school.
- Create a bulletin board in the church foyer for parish members to see. Include pictures of students, quotes from teachers, and what parish members can do to get involved in the school.
- Have your school community participate in a week of Perpetual Adoration or host a Holy Hour of Adoration for your school.
- Showcase student-created exhibits illustrating various aspects of Catholic faith.

Monday: Discover Catholic School Students



Designate this day as a shadow day for prospective students and host a workshop-based open house in the evening. Allow students to discover the school in their own way. Consider dropping the formal school tour and focus on showcasing what makes your school stand out.

TIP: Involve current students in the planning of this event! They can give insight to what is most important when visiting a school and can showcase their leadership skills by leading events.

Ideas for Discover Catholic School Students:

- Have current students make a video about what they love about the school. Post it on social media and use it to connect with potential students during tours.
- Host a fair with mini-lessons and workshops; create a focused day that appeals to the interest of your prospective students such as "Music in the Classroom Day," "Future Engineers Day," or "Stepping Stones to College and Beyond Day." Putting a meaningful title onto the day – instead of a vague "open house" – you can set the tone for the event and build excitement.
- Provide T-shirts to prospective students with a saying such as "I'm a <insert your mascot here>" or another statement that is shared within your community. Steer clear of saying things

like “future” or “prospective” as an active statement means you already consider them a member of your community.

- Pair visiting students with current students who have similar interests and let your student ambassadors know to share any fun facts they discovered during the visit.

Tuesday: Discover Catholic School Parents



Parents are called to be partners in their children’s education. Bring in experts, offer a platform for discussion and provide resources to parents that offer more than simply explaining the ins and outs of your admissions process.

TIP: Invite current parents and prospective parents to a special event geared to their interests. This allows prospective parents a glimpse into the relationship you share with current families and it is also a great retention tool.

Potential Themes for Discover Catholic School Parents:

- “Preparing your preschool child for elementary school (or elementary to middle, middle to high school).”
- “How to continue your student’s education at home.”
- “How to continue your student’s religious education at home.”
- “Screen time: how to thrive and survive.”
- “Your child is known: excelling in the classroom.”
- “Understanding today’s homework expectations.”
- “Students and anxiety.”
- Remember, you are providing a story that is focused on the audience, with your school serving as the guide in the discussion. While you are not solely talking about your school and brand, your mission shines through and creates a community of belonging.

Wednesday: Discover Catholic School Educators



Catholic schools are nothing without dedicated educators and administrators. By inviting teachers who have or will teach your students, you can learn what to anticipate, and teachers can learn what expectations will be set.

TIP: Invite teachers from feeder schools, peer schools and competitor schools to discover what happens in your community. This allows not only an opportunity for these educators to learn from your faculty and staff; it encourages interest and may attract top-notch educators to join your team.

Ideas for Discover Catholic School Educators:

- Set up an informal networking event in the evening for fellow teachers to build their professional learning networks.
- Host a professional development event focused on educator faith formation. Collaborate with other Catholic schools in your area and rotate the location each year.
- Host a Veterans Day flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media to cover the ceremony for your local news program or newspaper. Highlight any school faculty or staff members who have served.
- Invite local veterans to share their stories with your students. Encourage them to share their experiences and wisdom. Hold this event virtually if necessary.

Thursday: Celebrating the Faith-Based Community



Catholic schools are gathering places for families of all faiths. By inviting leaders of different faiths, you are opening up an opportunity for important discussion as well as building ambassadors in their communities to send children to your school.

TIP: Ask if you can visit their faith community as well, so you can grow in your own perspective and understanding.

Ideas for Celebrating the Faith-Based Community:

- Host an interfaith celebration and prayer service that celebrates and shares the differences and similarities of faiths.
- Have current students invite religious leaders to a breakfast or lunch. By witnessing your school community firsthand, faith leaders can work with you to form the entire child in mind, body and spirit.
- Incorporate lessons on other faith denominations into the academic curriculum. Allow students to engage in conversations about the similarities and differences between other faiths and their own.

Friday: Celebrating Catholic School Donors



Catholic school education is an investment. Families work hard to cover the cost of tuition because they value faith-filled and quality academic formation for their children. Many families rely on financial assistance, scholarship opportunities and development support in order to bridge the gap. Donors are essential to their success.

TIP: Use this as a step in a multi-layered advancement strategy. Follow up with thank-you notes, encourage donors to save the date for Many Gifts, One Nation: A Day of Giving to Catholic Schools, and track their engagement.

Suggestions for Celebrating Catholic School Donors:

- Make donors feel part of your community. People are more inclined to give when others are doing the same. By explaining how their single gift is leveraged by the support of others, people better understand the broader impact of their donation.
- Educate on the importance of philanthropic support. Many prospective donors do not understand that Catholic schools cannot thrive on tuition dollars alone. Donors need to be educated about the economic reality of the Catholic school as it relates to local and national financial constraints.

- Clearly and persuasively describe the need. In no more than three sentences, explain why your school is seeking a gift.
- Thank donors. When accepting gifts, ask donors to provide their names as they would like them published in your giving report. This is a personalized touch that shows you appreciate their contributions.
- Invite donors to a special school tour or school event. Pair them with students so that they can see the impact of their gifts directly from those who benefit from a Catholic education.

Saturday: Celebrating Catholic School Alumni



Catholic school alumni are living examples of your Catholic school product. Whether students have moved on to higher education or matriculated into the workforce, a large part of their formation and readiness was established in your school.

TIP: Although alumni may not be in the area, invite them to participate in virtual events. If they are planning to travel home for Thanksgiving, consider hosting an event the following week when they will be home to connect with them and nurture their continued relationship with your school.

Ideas for Celebrating Catholic School Alumni:

- Host an alumni versus current student sporting event such as a volleyball game or basketball game. Invite prospective students to watch!
- Ask alumni to record brief video testimonies as to what the experience in your school has done to prepare them for the next step. Use these videos at a future open house event and share on social media.
- Invite alumni to a social hour event to network and catch up.
- Invite alumni to share what they are doing now and how they believe a Catholic education made an impact in their lives. Create a newsletter for current families, include their answers in the parish bulletin, or highlight them on social media.

Daily Themes for Celebrate Catholic Schools Week:

January 31 – February 6, 2021

Sunday: Celebrating Your Parish



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in CSW celebration by devoting a Mass to Catholic education. Schools start the week by inviting parishioners and community members to parish-centered events and school open houses that feature outstanding academic programs, religious education and service opportunities.

Popular Ideas for Celebrating Your Parish:

- Involve students and teachers in the liturgy when celebrating Mass by offering the readings or speaking.
- Invite families or groups of students to welcome parishioners as they arrive for the CSW Mass.
- Encourage random acts of kindness by distributing written prayers for others.

Monday: Celebrating Your Community



A central aspect of Catholic education is learning the importance of service to others.

When students take part in service activities – both local and beyond – they demonstrate the values and faith they gain through their Catholic education and learn how to make the world a better place. When they observe how others serve the community, they gain an appreciation for how they can continue to serve others their entire lives.

TIP: Many schools have service hours and service projects already planned for the year. Don't have time to plan something else? Find a way to incorporate what you already do into your CSW celebration, such as an assembly that shares total service hours or other real-time updates, or recognize those who have gone above and beyond the minimum requirement.

Popular Ideas for Celebrating Your Community:

- Donate educational materials for students in underserved communities.
- Host an awards assembly recognizing students and teachers who have demonstrated outstanding community service.
- Have students put together care packages to send to active duty military. If students or families in the school have active duty family members, create a package for them with personalized notes or other items.
- Write notes, make posters or decorate treat baskets to deliver to community leaders, local service organizations or local children's hospitals.
- Write notes, make posters or decorate treat baskets to deliver to neighbors and local businesses around the school. Thank them for being great neighbors!
- Host a dress-down day fundraiser, asking students to donate \$1 toward a Catholic charity or service organization to earn an out-of-uniform pass.
- Invite members of the community into the school for muffins or other appetizers, or a student-led tour or event. This is an opportunity for both community members to talk with students and students to interact with members of the community.

Tuesday: Celebrating Your Students



Schools celebrate students during CSW by planning activities that are enjoyable and meaningful for them and that recognize their accomplishments. They encourage students to reflect on the benefits of Catholic education and how, by learning, serving and leading, they will succeed throughout their lives.

TIP: All students contribute to your school in ways big and small. Share stories on your school's social media and/or website or create a special newsletter that recognizes current student accomplishments as well as alumni accomplishments. This is a great marketing tool for national fundraising days such as I Give Catholic, Many Gifts, One Nation: A Day of Giving to Catholic Schools or your own fundraising events.

Popular Ideas for Celebrating Your Students:

- Line school halls with student work emphasizing the themes of CSW.
- Have a door decorating contest between classrooms. Set a theme for the friendly competition, and let students invoke their creativity and work with their teachers and each other to design and create the best classroom door decorations.
- Schedule times for older students to read aloud or partner on special projects with younger students.
- Have older students dress as saints and prepare skits to teach younger children about them. Consider having saint stations for groups of younger students to move between.
- Start a pen pal program with another Catholic school.
- Let your students show off their technology skills by creating videos to help promote the school.
- Share a list of colleges and universities at which your graduates matriculate.

Wednesday: Celebrating the Nation



On National Appreciation Day for Catholic Schools, students, families, educators and other Catholic school supporters communicate the value of Catholic education to government leaders.

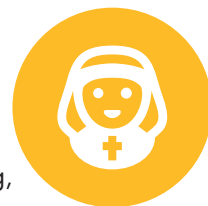
They share information with leaders on the significant contributions Catholic schools make to the nation and their role in preparing students to be good citizens. They pray for the nation and recognize all those who serve.

TIP: As Catholics, we believe that parents have the right to choose the appropriate education for their children, and that they should not be limited in exercising this right due to cost of education. Learn more about how your school can get involved in the conversation about parental and school choice issues at www.NCEA.org/publicpolicy.

Popular Ideas for Celebrating the Nation:

- Share school news and events on social media platforms.
- Submit an article to diocesan and other local newspapers highlighting CSW events.
- Use Catholic school infographics (found in the Tools and Templates section) to share information about Catholic education.
- Invite local leaders to your school to share how their Catholic education prepared them for life.
- Host a flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media to cover the ceremony for your local news program or newspaper.
- Write letters to local government officials to encourage them to issue proclamations in honor of CSW.

Thursday: Celebrating Vocations



By focusing on the themes of learning, serving and leading, Catholic schools prepare children to succeed by using their God-given talents to the fullest throughout their lives. CSW offers an opportunity for students to explore the many life paths that enable them to use their talents well in the service of God and others.

TIP: Teach students what a vocation is and how it relates to your school. This is a great opportunity to publicly educate others on and reaffirm your school's founding charism or tradition by sharing a brief history at an assembly or special event.

Popular Ideas for Celebrating Vocations:

- Write letters of thanks to the priests, deacons, sisters and brothers (both past and present!) involved in your local schools and parishes.
- Invite your local priests to come concelebrate your school Mass.
- Host a “career day” where local professionals – both religious and non-religious – can share how their faith guides them in their work.
- Host a vocations awareness panel. Invite a priest, seminarian, brother, nun, married couple and single person to talk to students about their vocations and how they live out their faith through the vocation they have been called to.
- Encourage interviews of pastors, priests, sisters, brothers and deacons for the school newspaper or parish bulletin – focusing particularly on the topic of “discerning the call.”
- Pray a novena to honor the patron saint of your school.

Friday: Celebrating Faculty, Staff and Volunteers



Teachers are the backbone of Catholic schools. On this day, schools honor teachers as well as administrators and staff who support the school in its important work, and thank the many volunteers who provide service.

TIP: Recognize an outstanding teacher by awarding him or her with the opportunity to attend a professional development event or conference such as the annual NCEA Convention & Expo. If the funds are not already allocated in the school budget, encourage parents, friends and alumni to contribute toward the cost of registration and accommodations. Look into acquiring Title II funding. The attendance of one teacher can have a great impact on the entire school, as they will return with ideas and reenergized motivation to share with the entire community.

Popular Ideas for Celebrating Faculty, Staff and Volunteers:

- Hang a sign on each classroom door to recognize each teacher personally.
- Host a breakfast or offer a travelling “coffee cart” for teachers and administrators.
- Hold an assembly to recognize teachers and volunteers for their dedication and hard work.

- Invite parents and community members to your school to teach students practical life skills.
- Host a fun teacher versus student trivia contest.
- Invite parents to lead a creative project activity where each student can make something for their teacher or a staff member, or for their favorite teacher/staff member. Allow this to be a project for students to create something that reminds them of their teacher or staff member.

Saturday: Celebrating Families



Parents, guardians and other family members play a vital role in Catholic education. Not only do they choose to send their children to Catholic schools, they instill values and expectations for academic excellence in their children at home. We acknowledge the role of families as partners in Catholic education and celebrate their contributions to the success of our schools on the last day of CSW and all year long.

TIP: Many schools often seek tips on how to get parents involved in their school life. Families often want to be more involved, they just don't know how. The answer is simple: schools should provide clearly articulated, meaningful and impactful tasks. Be specific and share the results of their efforts. Let the success of your Catholic school be owned and shared amongst everyone!

Popular Ideas for Celebrating Families:

- Celebrate academic excellence by hosting classroom visits for families and friends.
- Organize a family picnic or potluck.
- Create a large-scale family tree celebrating all the families in the school. Make a spiritual tree of baptisms, marriages and ordinations – including the name of the parishes where family members took these sacraments.
- Create a bulletin board or other display that highlights each family in the school. Include pictures, quotes or testimonies from each family or student.
- Host a family welcome night for families new to the parish to meet members of the school community.



NCEA-hosted Livestreamed Event(s)

NCEA is working to have live events schools can feature during Catholic Schools Week, so stay tuned for more information to come in emails, social media and on the website.

20 Under 20 **Monday, November 9, 2020** **8 PM EST/5 PM PT**

Tune in to hear the stories of 20 high-achieving sixth grade through college freshman students from around the country. They will be interviewed by 20 Catholic universities and will share how Catholic schools have impacted their lives and aspirations for the future.

Invite your students to apply to be featured in this segment! Watch for more information from NCEA in the coming months regarding the required application materials.

National Game Show **Monday, February 1, 2021** **12 PM EST/9 AM PT**

Join schools from across the nation for a trivia contest to kick off Catholic Schools Week. This event will be hosted by a celebrity guest and will feature one school with middle and/or high school students from each of the 50 states and Puerto Rico.

Win our 60-second video contest to become the school team for your state. Watch for more information from NCEA this fall regarding the video contest topic. Win a prize for participating in the game show and compete for first-, second-, and third-place prizes.

Class Match **Monday, February 1, 2021** **1PM, respective time zones**

Connect with other Catholic schools in your region through NCEA-organized virtual meetings. Allow your students to spend time getting to know students from other schools and states. Watch for sign-up information from NCEA this winter.



DCSW Liturgy Planning Guide

Use this guide to plan your liturgies for Discover Catholic Schools Week 2020. Use the opening Sunday liturgy notes to welcome parish members and school families to the DCSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the prewritten reflections and prayer intentions, listed scripture readings and suggested songs. Have a hymnal or song book on hand to sing suggested hymns and a computer or phone to play recordings of songs not found in a hymnal.

Opening Sunday Liturgy

Sunday, November 8, 2020
Thirty-Second Sunday in Ordinary Time

First Reading: Wisdom 6:12-16

Wisdom is radiant and unfading, and she is easily discerned by those who love her, and is found by those who seek her.

Responsorial Psalm: Psalms 63:2-8

I will bless you as long as I live; I will lift up my hands and call on your name.

Second Reading: First Thessalonians 4:13-18

For the Lord himself, with a cry of command, with the archangel's call and with the sound of God's trumpet, will descend from heaven, and the dead in Christ will rise first.

Gospel: Matthew 25: 1-13

Keep awake therefore, for you know neither the day nor the hour.

Homily Notes

As we stand at the beginning of Discover Catholic Schools Week, let us draw attention to the purpose of this week. During Celebrate Catholic Schools Week, we celebrate our Catholic schools and everyone who

plays a part in their success. During Discover Catholic Schools Week, we offer the opportunity to prospective parents and students, community and parish members to discover the power of a Catholic education and the impact Catholic schools have on the lives of students and families, as well as on the communities in which they live and serve. This week, share the ways in which your school shares the gift of faith with your students. Emphasize the ways in which you prepare your students not only for their futures in this world, but also for the coming of the Lord and their acceptance into heaven.

Universal Prayer

We lay our prayers before the Lord, who gives us strength, wisdom and courage.

We pray for our church leaders, that they are strengthened in their mission to guide us in bringing the salvation of Jesus to all. We pray to the Lord.

We pray for our world leaders, that their focus may always be on achieving justice for those they serve. We pray to the Lord.

We pray for our school leaders, that they remain courageous in their work to offer students everywhere the gift of a Catholic education. We pray to the Lord.

We pray for those in our communities that we strive to share the mission of Catholic schools with this Discover Catholic Schools Week, that they be receptive to our message and see the mission of Christ lived out in us. We pray to the Lord.

(Add prayers that are specific to your community)

Suggested Music

- I Want to Walk as a Child of the Light
- All Are Welcome
- For You Are My God
- Gather Us In
- In the Day of the Lord

Weekday Prayer Services

Monday, November 9, 2020

Dedication of the Lateran Basilica in Rome

Welcome

Jesus declares in John's Gospel today that if the temple was destroyed, he could rebuild it in just three days. Those that heard this did not believe him because the temple had been under construction for almost fifty years. However, Jesus did not mean the physical building, but the people, the true church. Lord, give us wisdom to understand your teachings and apply them to our lives.

Song: 10,000 Reasons by: Matt Redman

(<https://www.youtube.com/watch?v=XtwIT8JddM>)

Scripture Reading: John 2:13-22

Reflection

In our Gospel today, Jesus becomes frustrated with the merchants in the temple. Instead of realizing that the temple was the House of God, they were using it as a marketplace to make money for themselves. Jesus reminds them that there is a time and a place for selling, but the temple is reserved for worshipping God. In our lives, we often become distracted from our faith just as the merchants in the temple did. We forget to set aside time for God. Today, spend some time with him and apologize for the times you prioritized your own needs and wants before your faith.

Where is your favorite place to spend time with God?

Universal Prayer

We call out to Jesus with our prayers, for we know he will answer with mercy.

For the students of our school, that they gain wisdom from their teachers, faith from their leaders, and virtue from their interactions with each other. We pray to the Lord.

For the wisdom to understand the teachings of Jesus and the Church. We pray to the Lord.

For the strength to follow God's commandments to the best of our ability. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Though the Mountains May Fall

Tuesday, November 10, 2020

Leo the Great, Pope and Doctor of the Church

Welcome

On the day the Church celebrates one of the greatest popes and leaders of the Church, Leo the Great, we celebrate our parents. Just as the pope is the father and leader of the Church, our parents are the leaders of our families. Leo the Great worked tirelessly to care for the members of the Church and ensure that the teachings of the Church were in line with what God wanted. Our parents tirelessly take care of us and become our first teachers of the faith. Today, thank your parents for giving you the gift of a Catholic education.

Song: We Believe by: Newsboys

(<https://www.youtube.com/watch?v=WjZ01FcK0yk>)

Scripture Reading: Psalms 37:3-4, 18, 23, 27, 29

Reflection

Today our Psalm tells us that if we put our trust in God, he will give us the desires of our hearts. This sounds like a great deal if all we have to do is trust God and he will give us whatever we want! But, this is not exactly what God means here. The greatest desires of our hearts are not video games or iPhones, but communion with him and becoming the people we are called to be. This may not seem quite as exciting, but God knows what's best for us and knows that we will be happier with him by our side.

Why do you think having a relationship with God makes us happy?

Universal Prayer

We bring our prayers before Jesus, our guide in the service of others.

For those who have not heard the saving words of Jesus, that they may hear his words of salvation and choose to live by them. We pray to the Lord.

For those who live their lives in the service of others, that they may be strengthened by the words and actions of Jesus, our perfect guide in all acts of charity. We pray to the Lord.

For our parents, that they set an example for us in faith, hope and charity. We pray to the Lord.

For us, that we open our hearts to the call of Jesus and accept him into our daily lives. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Lead Me, Lord

Wednesday, November 11, 2020

Martin of Tours, Bishop

Welcome

Our readings this week remind us to always be ready for God's second coming. But, how can we get ready? By keeping God's laws and walking in the path he has set before us, we follow his commandments and prepare ourselves for heaven. We must trust him no matter what and rely on his goodness and mercy. Thank Jesus today for dying for your sins.

Song: Psalm 23 by: Holly Starr

(<https://www.youtube.com/watch?v=gO3dxZ46WkQ>)

Scripture Reading: Luke 17:11-19

Reflection

This year has brought challenges for our families, schools and communities. However, despite these challenges, God has remained faithful to us. In our Gospel today, ten lepers also found themselves in the midst of hard times. They called out to Jesus for mercy and he healed them. However, only one came back to thank Jesus for what he had done. Although it can be hard to see the blessings God has given us when we are struggling, we always have something to thank God for. Be the one to stop and thank Jesus for all he has given you.

What are you thankful for today?

Universal Prayer

Let us bring our prayers to our ever-living and unchanging God.

For the virtue of gratitude, that we may all see the blessings God has given us. We pray to the Lord.

For our teachers and all those who work tirelessly to bring about the success of our Catholic schools, that they be strengthened in their mission and persevere through the challenges before them. We pray to the Lord.

For all those with no one to pray for them today, that their needs be brought before our merciful God. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Your Grace Is Enough by: Matt Maher

(<https://www.youtube.com/watch?v=Kvw6SkZ4cGI>)

Thursday, November 12, 2020

Josaphat, Bishop, Religious and Martyr

Welcome

As brothers and sisters in Christ, we are called to be the person of Christ to one another. We are called to support each other and become a family in the church. Lord, help us to support each other in our faith and share your word with others.

Song: Loving and Forgiving

Scripture Reading: Philemon 1:7-20

Reflection

Our reading from Philemon today is a great example of our Christian community beginning to develop even in the time of Paul. Onesimus, whom Paul writes to Philemon about, used to be Philemon's slave before he stole from him and ran away. After running away, he became a Christian due to the teachings of Paul. Paul writes to Philemon to share this news with him and invite him to forgive Onesimus for what he had done. Despite his past, Paul forgave Onesimus, invited him into the family of the Church, and did all he could to help him right his wrongs.

How can you show mercy to someone today?

Universal Prayer

We lay our prayers before the Lord, who continually extends his mercy upon us.

For our parish family, that we support each other in the faith and work together to bring God's kingdom to earth. We pray to the Lord.

That God opens our eyes and allows us to become aware of the ways he reveals himself to us in our daily lives. We pray to the Lord.

For those struggling in their faith, that God provides the answers to their questions and calls them back to his loving arms. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Fighting for Me by: Riley Clemmons

(<https://www.youtube.com/watch?v=rR3DsGJ5QVQ>)

Friday, November 13, 2020

Frances Xavier Cabrini, Virgin and Religious

Welcome

Today the Church celebrates Frances Xavier Cabrini. She was an Italian nun who traveled to the United States and around the world to do the work of her order. She used her talents to open schools and orphanages to care for Italian immigrants and other children all over the world. Despite her ill health, she did the work of God to the best of her ability. Lord, help us to use our time, talents and treasures to do your work just like Frances Xavier Cabrini.

Song: Restless by: Audrey Assad

(<https://www.youtube.com/watch?v=nNWOC4qJeZA>)

Scripture Reading: 2 John 1:4-9

Reflection

Our reading today reminds us that we are to live in this world but not of it. John reminds the recipients of his letter that there are people in the world who do not believe in God and will try to lead us astray from God's teachings. This continues to be true today. The world that we live in is not the world we are created for. We are called to not be distracted by the material things of this world, but instead to use them only to help us grow closer to God and prepare ourselves for heaven. Although material things are okay sometimes, we must remember to always stay focused on God.

How can you prevent yourself from being distracted from your faith?

Universal Prayer

We pray to God our Father, who guides us through this life to the next.

For those who support our schools with their monetary gifts, that they be blessed for their sacrifice. We pray to the Lord.

For the souls in purgatory, that they are soon accepted into the heavenly paradise that awaits us all. We pray to the Lord.

For the strength to resist the temptations of this world, that we always stay focused on God and our heavenly goal. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Enter the Journey

Saturday, November 14, 2020

Welcome

Our readings today remind us to praise God at all times. God created the heavens and the earth, and no matter what happens, he is always deserving of our praise. Lord, thank you for all you have given us. Help us to sing your praises today.

Song: Your Love Is Strong by: Jon Foreman

(<https://www.youtube.com/watch?v=G-g4uwQIXKw>)

Scripture Reading: Luke 18:1-8

Reflection

Our Gospel reading today shines a light on a group of people who were often overlooked in the time of Jesus: widows. In the passages following our reading for today, Jesus also highlights tax collectors and children. There have been people in every age who have been overlooked in society. But, Jesus came to share the good news with these people and save them. As Jesus says throughout the Gospels, the sick have no need of a doctor. Jesus came to save those who needed him. So, even if you don't feel seen or heard by God, pray to him because he came to save us all.

Why do you think Jesus came to save people who were often overlooked, such as widows, tax collectors and children?

Universal Prayer

Let us pray in communion with all the saints in heaven and on earth.

For our Catholic school alumni, that they use their Catholic education to do the work of God and stay true to the faith they have been taught.

We pray to the Lord.

In thanksgiving for all the blessings God has bestowed upon us. We pray to the Lord.

For the patience to reach out to all we meet with mercy, just as Jesus does. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Sing a New Song



CSW Liturgy Planning Guide

Use this guide to plan your liturgies for **Celebrate Catholic Schools Week 2020**. Use the opening Sunday liturgy notes to welcome parish members and school families to the CSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the prewritten reflections and prayer intentions, listed scripture readings and suggested songs. Have a hymnal or song book on hand to sing suggested hymns and a computer or phone to play recordings of songs not found in a hymnal.

Opening Sunday Liturgy

Sunday January 31, 2021
Fourth Sunday in Ordinary Time

First Reading: Deuteronomy 18:15-20

The Lord your God will raise up for you a prophet like me from among your own people; you shall heed such a prophet.

Responsorial Psalm: Psalms 95: 1-2, 6-9

O come, let us sing to the Lord; let us make a joyful noise to the rock of our salvation!

Second Reading: First Corinthians 7:32-35

I want you to be free of anxieties. I say this for your own benefit, not to put any restraint upon you, but to promote good order and unhindered devotion to the Lord.

Gospel: Mark 1: 21-28

He commands even the unclean spirits and they obey him.

Homily Notes

Faith: Our schools are rooted in faith. The most important aspect of our schools is their ability to share the mission of Jesus and the Catholic faith

with our students. Our faith holds us together and stands at the forefront of our schools. Lord, help us to become worthy servants of your mission and raise up children strong in the faith.

Excellence: Our schools are rooted in excellence.

Everything that we do is in service of our students and creating an environment in which they can learn and thrive. We strive to be the best that we can be for our students and support them in all their endeavors. Lord, in your perfect nature, show us how to strive for excellence for our students.

Service: Our schools are rooted in service. Our teachers and educators serve our students and parents, and we teach our children to live in service of others. We become role models for our students who will grow up rooted in the pillar of service. Lord, lead us in serving our students and showing them how to serve others with their lives.

Universal Prayer

We bring our prayers to our heavenly Father, the rock of our salvation.

That God reveals the plan he has for each of our lives and sends his Holy Spirit to guide us on our journeys. We pray to the Lord.

For unity among Christianity and all churches. We pray to the Lord.

For the students, families, faculty, staff and friends of Catholic schools, that they work towards evangelization in addition to education that will build the Kingdom of God. We pray to the Lord.

For our church and world leaders, that they embody the values of servant leadership. We pray to the Lord.

That our church and school may be places of safety and comfort for all. We pray to the Lord.

(Add prayers that are specific to your community)

Suggested Music

- How Can I Keep From Singing
- Here I Am, Lord
- The Supper of the Lord
- Go Make a Difference
- You Are Called

Weekday Prayer Services

Monday, February 1, 2021

Welcome

Today we celebrate the communities in which we live. As our world today seeks to destroy our Church and schools, we must work together with our parish and town communities to preserve our organizations and our faith. With the guidance of God and the support of one another, we can work to save our schools and students.

Song: They'll Know We Are Christians

Scripture Reading: Mark 5:1-20

Reflection

In our Gospel today, Jesus tells the man to go and tell his friends everything that the Lord has done for him. This man then goes and spreads the word of Jesus throughout the whole land. Imagine how many people could hear the good news of Jesus if we spread his word with as much excitement as the man who was healed! Although this story occurred over 2000 years ago, God continues to work in our lives just as he did in the life of the sick man. We may not see him as clearly as those in our reading for today, but we still have much to be excited about.

Why do you think the man in the Gospel spread the word of Jesus with so much excitement?

Universal Prayer

We bring our prayer before Jesus, our perfect healer.

That we may spread the good news with excitement and zeal, just as those who were healed by the power of Jesus during his ministry. We pray to the Lord.

For our holy father, Pope Francis, our bishops, priests, and all those who shepherd God's church. We pray to the Lord.

For those in our community who battle physical and mental health struggles. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Sing Out, Earth and Skies

Tuesday, February 2, 2021

Presentation of the Lord

Welcome

Today the Catholic Church celebrates the Presentation of the Lord. On this day, Jesus was brought to the temple by his parents and consecrated to the service of God to fulfill the words of the angel Gabriel at the Annunciation. Lord, show me how to live my life in service to you. Show me how I can present myself to you, just as Jesus did.

Song: Be Thou My Vision

Scripture Readings: Hebrews 2:14-18, Luke 2:22-40

Reflection

Our second reading for today sheds light on why Jesus chose to become human. In order to completely save us from our sin, Jesus had to partake in the sufferings and temptations of being fully human. Although he was also fully divine, Jesus experienced the same humanity that we do today. So, the next time you are struggling with something, bring your struggles to Jesus. He knows what you are going through, and is there to be your heavenly support.

How can you serve God today?

Universal Prayer

We bring our prayers to Jesus, our good and gracious savior.

For Catholic school students everywhere, that they gain the wisdom and strength to use all that they've learned to do the work of God. We pray to the Lord.

That we all present our lives to the Lord and give ourselves up in service of his work. We pray to the Lord.

For understanding, that we may all realize the great gift of the suffering and death of Jesus in achieving salvation for all. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: What a Beautiful Name by: Hillsong

Worship (<https://www.youtube.com/watch?v=nQWFzMvCfLE>)

Wednesday, February 3, 2021

Blase, Bishop and Martyr & Ansgar,
Bishop and Missionary

Welcome

The themes of today's readings establish us as the children of God. He created us and loves us more than we could ever imagine. The commandments he created for us are just like the rules your parents have made for you at home. Just as your parents are happy when you follow the rules, God is happy when you keep his commandments. Although it is often hard to keep God's commandments, he created them to help us become the faithful followers of Jesus that we are meant to be.

Song: You Say by: Lauren Daigle

(<https://www.youtube.com/watch?v=slaT8JI2zpl>)

Scripture Reading: Mark 6:1-6

Reflection

As Jesus travels to his hometown in our Gospel today, he is met with neighbors and friends who don't believe in his message because he was only a carpenter before beginning his ministry. Although he had much that he could teach them, they would not listen because they didn't believe he could be a wise teacher. So it is with our students and young members of the church. They have many insights and new perspectives on the faith, yet we underestimate them because they are young. Jesus taught that we should all have faith like the little children, so learn what you can from them about faith and teachings of Jesus. Don't underestimate their understanding of the faith because they are young.

What rules have your parents made for you at home? Why do you think they made these rules?

Universal Prayer

Let us bring our prayers to our loving heavenly Father.

For our nation, that we may all join together to achieve unity and equality for all. We pray to the Lord.

For our nation's leaders, that they continually strive for justice and work tirelessly to maintain the ideals we fought for. We pray to the Lord.

For faith, that we may see the church through the eyes of children. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Do Something by: Matthew West

(https://www.youtube.com/watch?v=b_RjndG0IX8)

Thursday, February 4, 2021

Welcome

In our Gospel today, we see the origin of the Anointing of the Sick as Jesus sends his apostles out to do his work in the world. Many of the traditions of the Catholic Church are rooted in scripture and the actions of Jesus as he established the church. As you read the stories of Jesus, listen for phrases we say during Mass or the origin of other sacraments.

Song: The Summons

Scripture Reading: Mark 6: 7-13

Reflection

Today we hear the story of Jesus releasing his apostles to spread the good news. Jesus came to establish his church and share his message with new members that would continue to do his work even after he returned to heaven. The twelve apostles did just that. They traveled all throughout the land to spread the message of Jesus that had changed their lives. Today, we continue their mission.

What do you think God is calling you to do with your life?

Universal Prayer

Let us bring our prayers to the Father, confident that he will hear and answer us.

For our priests and other church leaders who continue the work of Jesus, that they be strengthened in their mission. We pray to the Lord.

That all young people have access to an education so that they can reach their full potential. We pray to the Lord.

That we may all hear the call of God and have the courage to accept our vocations. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Go Make Of All Disciples

Friday, February 5, 2021

Agatha of Sicily, Virgin and Martyr

Welcome

Today the church celebrates Saint Agatha of Sicily, a virgin and martyr for the faith. Though she endured great suffering and torture, she remained rooted in her faith and prayed daily for courage. She found joy in her faith, and relied on God to the point of death. Lord, help us to have the courage to withstand the trials we face, just as Saint Agatha did.

Song: Be Not Afraid

Scripture Reading: Psalms 27:1, 3, 5, 8-9

Reflection

The themes of our readings today remind us that no matter what we face, God will protect us. When we have God on our side, we have nothing to fear. We can endure anything with his support. No matter what you are struggling with today, turn to Jesus and find courage in him.

How can you face your challenges with joy?

Universal Prayer

We pray to Jesus, who gives us courage to endure all tribulations.

For all members of our global community who work for justice and peace. We pray to the Lord.

For our teachers, that they be guided by the perfect example of Jesus to share their wisdom and become loving role models in service of their students. We pray to the Lord.

For all those facing oppression and injustice. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: God Is by: Holy Starr

(<https://www.youtube.com/watch?v=xD2hI9q3ROM>)

Saturday, February 6, 2021

Paul Miki, Priest and Martyr & Companions, Martyrs

Welcome

In the time of Jesus, many men were shepherds. Their job was to watch over the sheep and make sure nothing happened to them. In today's readings, Jesus is referred to as our shepherd. His job is to teach and protect us. Jesus often used this symbolism to ensure that the people he was teaching understood his message.

Song: Holy Spirit by: Francesca Battistelli

(<https://www.youtube.com/watch?v=UvBBC7-PSHo>)

Scripture Reading: Mark 6: 30-34

Reflection

At the beginning of our Gospel today, Jesus urges his apostles to take a break from preaching to rest. He tells them that it is important to rest, recharge, and spend time alone with God. Today, Jesus also urges us to do this. Spending time in silence with God brings us closer to him and allows us to hear him speak to us in the silence.

What other Bible stories can you think of where Jesus uses stories to teach the people?

Universal Prayer

Let us bring our prayers to the Son of God, our shepherd.

For all those who have suffered persecution for the faith, that they are welcomed into heaven with open arms when their time comes. We pray to the Lord.

For all families of Catholic School students, that they support the mission of Catholic education and grow in their faith through their experiences in the schools. We pray to the Lord.

That we may all follow the example of the saints who have gone before us. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Song: Be Still by: The Fray

(<https://www.youtube.com/watch?v=tlbw4k4taXI>)



Welcoming Families of All Cultures

Catholic schools serve students from a variety of cultural and ethnic backgrounds. In addition to welcoming students of all cultures, Catholic schools can celebrate and learn from the various cultural traditions all groups bring to the community of faith. Here are some suggested tips to welcome families of all cultures into school liturgies:

- Include a flag procession at the start of Mass, during which time students carry flags or banners representing their heritage. Place the banners behind the altar.
- Incorporate hymns and readings in different languages. Invite students, teachers and families to offer the reading in languages other than English. Include an English version in the program or on a projected screen.
- Offer Prayers of the Faithful in multiple languages. Some schools offer several prayers, each in a different language, other schools offer the same prayers in English as well as a second language such as Spanish.
- Offer special liturgies on the feast days of patron and other important saints of various cultures.
- Learn about customs and traditions such as Los Matachines, a traditional religious dance to honor Our Lady of Guadalupe and find ways to host the tradition into a school community event.
- Invite priests from different parishes to serve as celebrants at various celebrations (or Masses) throughout the year and ask them to speak about the cultural aspect of their parish communities.
- Encourage families to attend school liturgies and offer refreshments after Masses to foster relationships.



Welcoming Families of All Faiths

Catholic schools are faith communities. While Catholic schools, as an extension of the Church, emphasize Catholic teachings, virtues and traditions, we also value diversity and respect for those of all faiths. Here are some suggested tips to welcome families of all faiths into school liturgies:

- Because all students attend and experience prayer, Mass and religious classes, Catholic schools should also educate students on the meaning of each aspect of the school liturgy and explain why it is important to the Catholic faith. Explain how students of other faiths can participate respectfully, such as crossing their arms for a blessing instead of receiving Communion.
- Let non-Catholic parents know when you will be having a school liturgy and encourage them to participate as guests. If the liturgy surrounds a specific holy day or saint feast day, tell them so they may continue the conversation at home to compare or contrast their religious differences.
- Emphasize how the liturgy is more than a Catholic religious practice; that it focuses on deepening personal relationships with Jesus Christ and helps develop a greater understanding between Christian churches.
- Encourage questions and facilitate dialogue. Offer a discussion group time after Liturgy for non- Catholic students to learn more about the Catholic faith traditions.
- Invite faith leaders from the community to celebrate an interfaith celebration annually. Have students invite their religious leaders to a breakfast to connect the Catholic school community with their faith community.

A List of Holy Days/Feast Days 2020-2021

July 2020

1	Junipero Serra
3	Thomas the Apostle
4	Independence Day San Charbel
13	Saint Teresa of Los Andes
14	Kateri Tekakwitha
15	Bonaventure
21	Lawrence of Brindisi
22	Mary Magdalene
25	Santiago Apostol (St. James the Apostle)
30	Peter Chrysologus

August 2020

1	Alphonsus Liguori
4	John Vianney
6	Feast of the Transfiguration
8	Dominic
14	Maximillian Kolbe
15	Feast of the Assumption of the Blessed Virgin Mary
20	Bernard
21	Pius X
23	Rose of Lima
24	Bartholomew the Apostle
27	St. Monica
28	Augustine of Hippo St. Moses, The Black

September 2020

3	Gregory the Great
5	Teresa of Calcutta
7	Labor Day
8	Nativity of the Blessed Virgin Mary
9	Peter Claver
11	Patriot Day (Anniversary of Terrorist Attacks on America)
13	John Chrysostom
14	The Exaltation of the Holy Cross
15	Catechetical Sunday
17	Robert Bellarmine
18-20	Rosh Hashanah
21	Matthew the Apostle
27-28	Yom Kippur
29	Michael, Gabriel and Raphael, Archangels
30	Jerome

October 2020

Month of the Holy Rosary	
1	Therese of Lisieux Feast of the Guardian Angels

3	Mother Theodore Guerin
4	Francis of Assisi
5	Bl. Francis Xavier Seelos
6	Bl. Marie Rose Durocher
11	John XXIII
12	Columbus/Indigenous Peoples' Day
15	Teresa of Avila
17	Ignatius of Antioch
18	World Mission Sunday
19	Feast of the Jesuit Martyrs of North America
22	John Paul II
28	Simon and Jude, Apostles

November 2020

1	All Saints Day
2	All Souls Day
3	St. Martin de Porres
8-14	Discover Catholic Schools Week
10	Leo the Great
11	Veterans Day
13	Frances Xavier Cabrini
15	Albert the Great
18	Rose Philippine Duchesne
20	Feast of Christ the King
21	Presentation of the Blessed Virgin Mary
23	Clement of Rome Bl. Miguel Agustin Pro
26	Thanksgiving Day
29	First Sunday of Advent
30	St. Andrew the Apostle

December 2020

4	John Damascene
7	Ambrose
8	Feast of the Immaculate Conception of the Blessed Virgin Mary
10-18	Chanukah
12	Our Lady of Guadalupe
13	Lucy
14	John of the Cross
21	Peter Canisius
25	Nativity of the Lord
26	Stephen, First Martyr
27	John the Apostle
30	Feast of the Holy Family
31	New Year's Eve

January 2021

1	Solemnity of Mary, Mother of God World Day of Peace New Year's Day
2	Basil the Great and Gregory Nazianzen
4	Elizabeth Ann Seton
5	John Neumann
6	Epiphany of the Lord Andre Bessette
9	Baptism of the Lord
13	Hilary
18-25	Week of Prayer for Christian Unity
17	St. Anthony the Great of Thebes
18	Martin Luther King, Jr. Day
20	Inauguration Day
22	Day of Prayer for the Legal Protection of Unborn Children
23	Marianne Cope
25	Feast of the Conversion of St. Paul
28	Thomas Aquinas
31-2/6	National Catholic Schools Week
31	John Bosco

February 2021

2	Presentation of Our Lord
2-3	Many Gifts, One Nation: A Day of Giving to Catholic Schools
3	Blaise
8	St. Josephine Bakhita
12	St. Victoria
14	Cyril and Methodius
15	Presidents Day (Washington's Birthday)
17	Ash Wednesday
21	Peter Damian
22	Feast of the Chair of St. Peter
23	Polycarp

March 2021

3	Katharine Drexel
7	Perpetua and Felicity
8	John of God
17	Patrick
18	Cyril of Jerusalem
19	Joseph
25	Feast of the Annunciation
27	Beginning of Passover
28	Palm Sunday

April 2021

1	Holy Thursday
2	Good Friday
3	Holy Saturday
4	Easter Sunday St. Benedict the Moor
6-8	NCEA Convention & Expo
8	Holocaust Remembrance Day (Yom Hashoah)
11	Divine Mercy Sunday
18-24	National Volunteer Week
21	Anselm
25	Mark
28	Louis Grignion de Montfort
29	Catherine of Siena
30	Pius V

May 2021

Month of the Virgin Mary	
1	Joseph the Worker
2	Athanasius
3	Philip and James, Apostles
6	National Day of Prayer
9	Mother's Day
10	Damien de Veuster
13	Ascension Our Lady of Fatima
14	Matthias, Apostle
15	Isidore
21	Bede the Venerable Santo Toribio Romo Gonzalez
23	Pentecost
30	Trinity Sunday
31	Memorial Day

June 2021

4	National Donut Day
9	Ephrem Barnabas
13	Anthony of Padua
14	Flag Day
17	St. Bessarion (Bessarian)
18	Corpus Christi
20	Father's Day
22	John Fisher and Thomas More
23	The Most Sacred Heart of Jesus
24	Nativity of St. John the Baptist
27	Cyril of Alexandria
28	Irenaeus
29	Peter and Paul, Apostles
30	Feast of the Early Martyrs of Rome

Many Gifts, One Nation

A Day of Giving to Catholic Schools: February 2-3, 2021

NCEA is pleased to once again present Many Gifts, One Nation: A Day of Giving to Catholic Schools. Created with the words Saint John Paul II said to an audience of Catholic educators: "Yours is a great gift to the Church, a great gift to your nation," Many Gifts, One Nation is a time solely dedicated to giving back to Catholic school education.

This national day of philanthropy and camaraderie invites all people, across the country, who have been impacted by Catholic school education in ways big and small, to financially donate to local Catholic schools. This day is made possible with the generous support of FACTS. Last year, this day of giving generated more than \$834,000 from 7,082 donations.

This event is scheduled for 24 hours February 2, 2021, 12 PM EST to February 3, 2021, 12 PM EST. Make sure your school is opted-in and review the special Day of Giving Materials at www.NCEA.org/csw.manygifts



Many Gifts, One Nation
A Day of Giving to Catholic Schools

How To: Virtual Events



Tips for Virtual Events:

- Many events can be streamed from a phone. There is often no need to buy a special camera or other equipment if you have access to a high-quality phone. But, be sure to hold the phone steady or buy a tripod to set the phone in to ensure that you are streaming quality video.
- Before the event, test your equipment and internet connection. If possible, have a test event with a few trusted parents or staff members to ensure that your video streams clearly, your microphone is clear and free of background noise, and you are comfortable using the streaming platform.
- Remind participants of the event more often if it is virtual than if it is in-person. When events are held virtually, it is easier to forget about an event or prioritize something else over it. Send initial emails and social media posts about a week in advance, and reminder emails and posts 1-2 times leading up to the event.
- In addition to making the event link available to participants, livestream the event on your social media pages. YouTube, Facebook, Instagram, LinkedIn and Twitter all have the capability for live video streaming. Choose to livestream on the platform(s) that those you hope to reach are active on.
- Attention spans are shorter for virtual events. Do your best to keep participants engaged, but also consider shortening events when they are hosted online.
- Brainstorm ways to keep participants engaged throughout the event. Some ideas include asking interactive questions, taking breaks, playing short games, breaking into small groups in breakout rooms, facilitating conversations in the chat box, etc.
- Set up the event so the host can mute participants if necessary. Some participants struggle to know how to mute themselves or don't realize when they have a lot of background noise.
- If you are hosting an event with responses or multiple people talking at a time such as a rosary or sing along, consider being sure that every participant is muted. Although only the leader will be heard, it will prevent overwhelming the sound on all participants' computers and the lag that is inevitable.
- If you are holding Q&A sessions or discussions in breakout rooms, be sure to provide or designate someone to moderate the conversation. Periods of awkward silence and participants talking over each other is easier to control if someone is clearly leading the conversation.

Tips for Virtual Tours:

- Organize the virtual tour the same way you would one in person. Showcase the same aspects of your school and show the classrooms and resources that parents most often ask about. Save time for a Q&A session for parents to ask about the things they want further information on.
- If you are able, host virtual tours for small groups of prospective parents. Group parents based on the ages of their children and emphasize the programs and opportunities available for their children specifically. Walk through the building to show and talk through what a day would look like for their child at your school.
- Follow up with participants to see if they have any further questions after the event by reaching out to them with a friendly email or phone call. Create a personal connection with them just as you would have if they came in person. Invite them to come and visit your school in person when they are able.
- Show videos of students from past years. Emphasize the experiences your students are offered in addition to the excellent education. Invite students to talk about what they love about the school or do a presentation on a certain program, class or teacher that made an impact on their lives.
- Realtors create virtual tours and stage houses for a living. Partner with a local realtor for tips and assistance in creating virtual showcases for your school.
- Consider creating a gallery of photos on your website. Include pictures of your school and of

your students. Consider also creating a virtual tour video that is available on your website at all times.

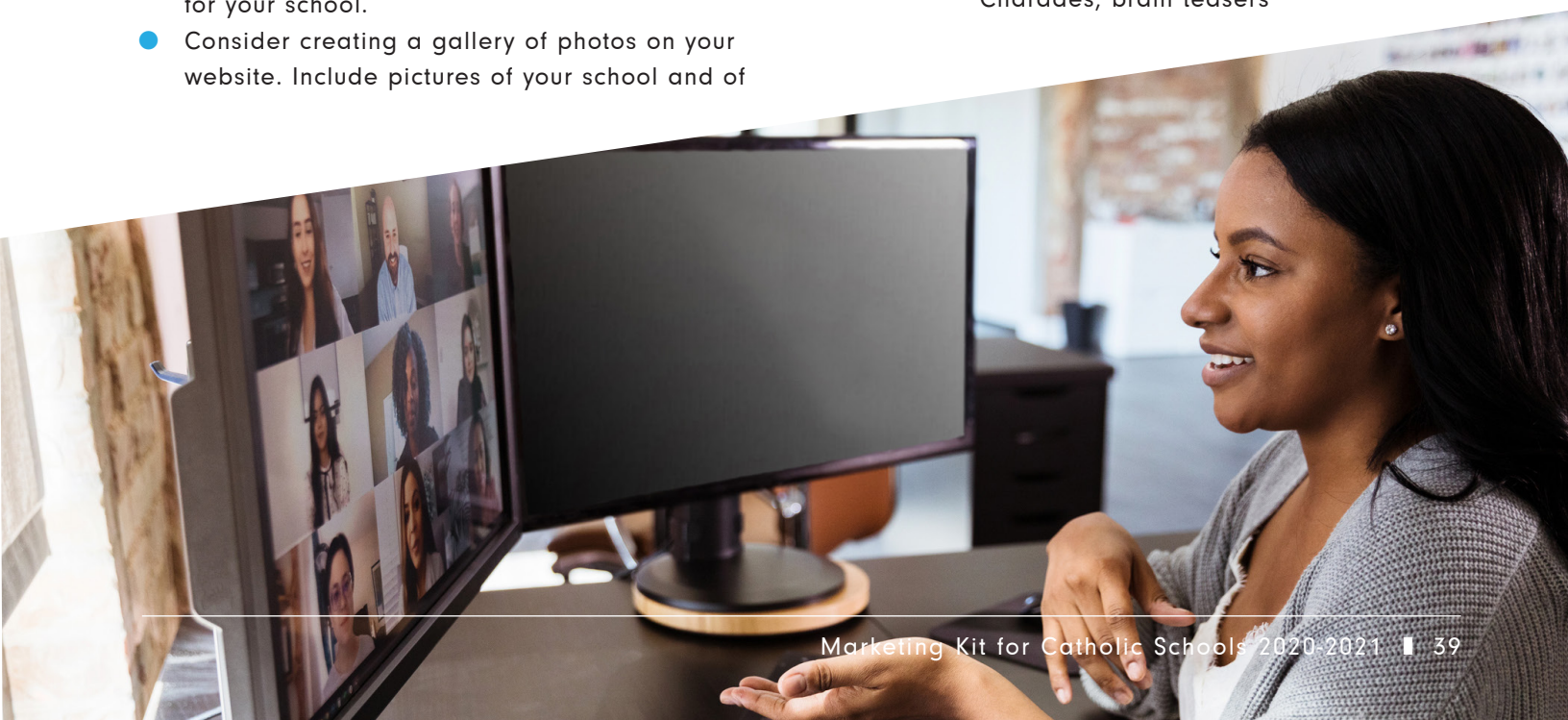
- See the NCEA National School Choice Report for further insight on prospective families and what they are looking for in a Catholic school for their children. This report is based on extensive research conducted by NCEA and partners, and is provided to our members to assist them in targeting new parents and families with school marketing efforts. Use these insights to guide your marketing messaging and topics of discussion for both virtual and in-person tours.
https://www.ncea.org/NCEA/Learn/Resource/Leadership_and_Governance/National_Perspective/The_Catholic_School_Choice_Understanding_the_Perspectives_of_Parents.aspx.

Event Ideas for Current and Prospective Students and Families:

- Faith-building events: rosary, Mass, adoration, morning prayer services

TIP: See the Liturgy Planning Guide for DCSW and CSW daily prayer service guides

- Tea with parents or pets: Have each student bring their mom, dad or pet(s) to the virtual meeting along with donuts, muffins, juice, pet treats, etc.
- Games/competitions: Bingo, Pictionary, Charades, brain teasers





- Read books or Bible stories
- Virtual field-trips: museums, aquariums, visits to foreign cities, other attractions

TIP: Visit the websites of many popular attractions to find videos, live cameras, or other virtual experiences.

- Take virtual rides of Disney's most popular rides
- Take a virtual hike of the Great Wall of China
- Virtually explore Yellowstone National Park <https://www.yellowstone.org/visit-yellowstone-virtually/>
- View the webcams of the Georgia Aquarium <https://www.georgiaaquarium.org/webcam/ocean-voyager/>
- Utilize Google Arts and Culture to virtually visit museums, foreign ruins, etc. <https://artsandculture.google.com/>

TIP: Many organizations have created new virtual resources for educational purposes during the time of the pandemic. A simple Google search yields countless opportunities for virtual exploration.

- Movie or TV show viewings

TIP: Research the permissions required for showings of specific movies and shows.

- Virtual show and tell: Have each teacher or student plan to show one of their hobbies or something they love about their homes or families.
- Virtual gym class contests: jumping jacks, hula hoop, push-ups, jump rope.
- Puppet show.
- Student presentations: Have each student prepare a short presentation on a topic of their choosing or an animal, foreign city, Church teaching, saint, etc.
- Pen Pals: Match students with a fellow student, parish member, or staff pen pal. Encourage them to send letters back and forth to both stay in touch or get to know each other and learn how to write and send letters.
- Demo science experiments.
- Parent-teacher conferences.

Event Ideas for Showcasing Your School:

- Webinars highlighting a certain program or aspect of your school: Examples include your faith formation programs, your focus on STEM, your service opportunities, etc.
- Virtual tours
- Parent or teacher Q&A: Have parents or teachers available to answer the questions of prospective parents.
- Student presentations: Have students prepare short presentations on what they love about your school or how your school has made an impact on their lives. Consider also inviting alumni to do the same.



Catholic Schools

Faith. Excellence. Service.

**Discover
Catholic Schools
Week**

November 8 – 14,
2020

**Celebrate
Catholic Schools
Week**

January 31 –
February 6, 2021

**Many Gifts, One Nation:
A Day of Giving to
Catholic Schools**

Tuesday, February 2 to
Wednesday, February 3,
2021

National Catholic Educational Association

NCEA.org/catholicschoolsweek #CSW21

CSW Tools and Templates

Tools and Templates Online at
www.NCEA.org/CSW:

Year-Round Marketing

- Catholic School Strategic Year-Round Marketing Guide
- Catholic School Infographic (English and Spanish Versions)
- Sample Announcement – Open House
- Calendar of Holy Days and Feast Days
- Infographic: A Dozen Reasons to Choose Catholic Schools
- Sample News Release
- Sample Open House Planning Sheet
- Marketing Channels Guide
- Social Media Guide
- Virtual Events Guide

Catholic Schools Week

- Sample CSW Social Media Posts
- Sample Press Release for CSW Events
- Sample Certificate of Student Achievement
- Sample Certificate of Volunteer Appreciation
- Sample Letterhead for Dual Branding
- Sample Letter from Students to Parishioners
- Sample Letter to Government Officials
- Sample Letters from Pastor and Principal
- Sample Letters to Community Members
- Template for CSW Calendar Events Listing
- Sample Media Advisory
- Sample Postcard and Flyer
- Sample Thank You Letter to Speakers and Volunteers

Hispanic and Latino Outreach Tools and Templates:

- Sample Letters to Community Members
- Sample Thank You Letter to Speakers and Volunteers
- Sample Thank You Letter for Many Gifts, One Nation: A Catholic School Day of Giving Donors
- Infographic: A Dozen Reason to Choose Catholic Schools (Spanish Version)

Many Gifts, One Nation Tools and Templates:

- Sample Announcement – Many Gifts, One Nation: A Day of Giving to Catholic Schools
- Sample Thank You Letter for Many Gifts, One Nation: A Day of Giving to Catholic Schools Donors
- Postcard Template - Many Gifts, One Nation: A Day of Giving to Catholic Schools
- Pledge Inventory Template
- Custom-Branded Badge
- Graphics: Social Media Icons
- Sample Social Media Posts
- Sample Follow-up Report to Donors

Liturgy Guide Tools and Templates:

- DCSW Liturgy Guide
- CSW Liturgy Guide
- CSW Daily Prayer Suggestions
- Catholic Social Teaching Monthly Theme Suggestions
- Sample: Prayer of the Faithful

A digital version of the Marketing Kit for Catholic Schools with special sections for year-round marketing, Catholic Schools Week, liturgy planning, Hispanic/Latino outreach and the Many Gifts, One Nation: A Day of Giving, are available at www.NCEA.org/CSWdigital.

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