



Religious Education Outreach

Phone Script for Contacting Parents on Outreach Mailing Lists:

Hello! My name is [Parent Ambassador Name] and I have students enrolled at [Name] School. I have children in Grades [number]. Father [Name of Pastor] has asked me to call you to talk about the benefits of Catholic Education. My children have attended [School] for [number of years] and we are all very happy. We believe that [School] is the best choice because [List Value Proposition]:

- ❖ Daily religion class and an education rooted in Catholic faith
- ❖ Students receive personal attention in a safe environment
- ❖ The school has high expectations and meets the needs of all learners
- ❖ The environment is safe and orderly and the school is like a family
- ❖ There are many extracurricular activities
- ❖ Scholarship opportunities are available for new families who are active parishioners.
- ❖ The scholarship is based on family need and new families fill out an application and

Can I send you some information about the school? You can also visit us on our website at [website address]. (If they want information the office will send brochure, values proposition page and testimonials. This request should be noted on your tracking sheet.)

If they seem receptive, share your own feelings and personal story. Let them know how long you've been at [School], how you heard about the school and how well your students have done.

- ❖ Tell them new families are always welcome and tours of the school are ongoing.
- ❖ If they are interested in having a tour and talking with the principal, help them arrange for a time/day. You can direct them to the office number [phone number] or call for them. If possible, it would be great for you to be with them on the tour so you can keep in contact with them encouraging them to register.

Document your conversations on the Prospective Family Phone Outreach Tracking Form by [Date] and return to [Principal/Lead Parent]

Some schools have found success in asking Parent Ambassadors to come to the first meeting prepared with some names and contact info for prospective families or community organizations.