CHRISTIAN EDUCATION MATTERS .COM

MINISTRY SPOTLIGHT

CHRISTIAN
EDUCATION
MATTERS
.COM

ARE YOU READY TO MAKE A MEANINGFUL IMPACT IN YOUR COMMUNITY?

ARE YOU READY TO FULFILL THE GREAT COMMISSION WITH THE EVANGELISM OF YOUR SCHOOL?

Vision & Mission

CHRISTIAN EDUCATION MATTERS .COM

Christian Education Matters has a tenaciously focused **VISION** to cultivate and enhance a partnership of unity (a single voice for the Christian Church, the Christian School, and the Christian Home). An enduring immersive experience envisioning a future where Christian schools embrace educational excellence and responsible ownership to reach their full evangelistic potential fulfilling the Great Commission and introducing others to Jesus.

Christian Education Matters **MISSION** is to equip (with best practices, customized tools, resources, and nurture) serious and motivated Christian school leaders, school boards, principals, teachers, pastors, and parents to become better ministers with measurable results as vibrant Christian schools in their communities.

IT MATTERS NOW...

NOW MORE THAN EVER!

Marketing as Ministry

Jeremiah 29.11

FREE Conversation
Connect **TODAY!** 301.788.9522
teresakelchner@comcast.net

VIBRANT CHRISTIAN SCHOOLS

It's time well invested!
www.ChristianEducationMatters.com

Values, Philosophies & Principles

Doing Ministry Better

Unity in the Comm**UNITY**

Comm**YOU**nity

A plan for GROWTH

ACTION is Key!

Data Driven Decisions

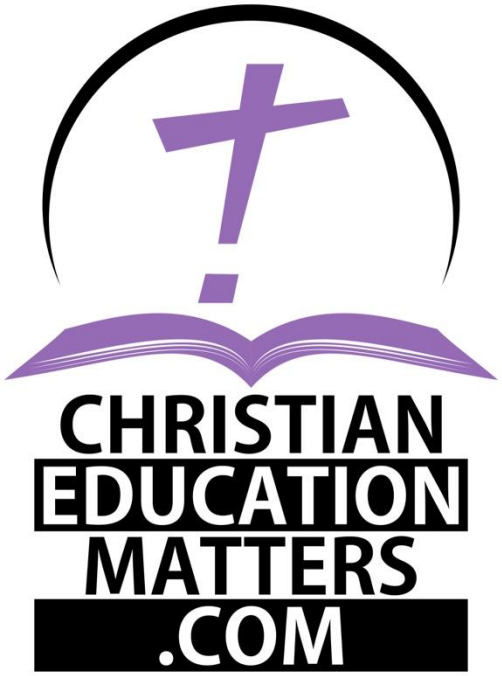
PEOPLE & MONEY
Achieve Greater Financial Stability

BIG challenges are OUR THING!

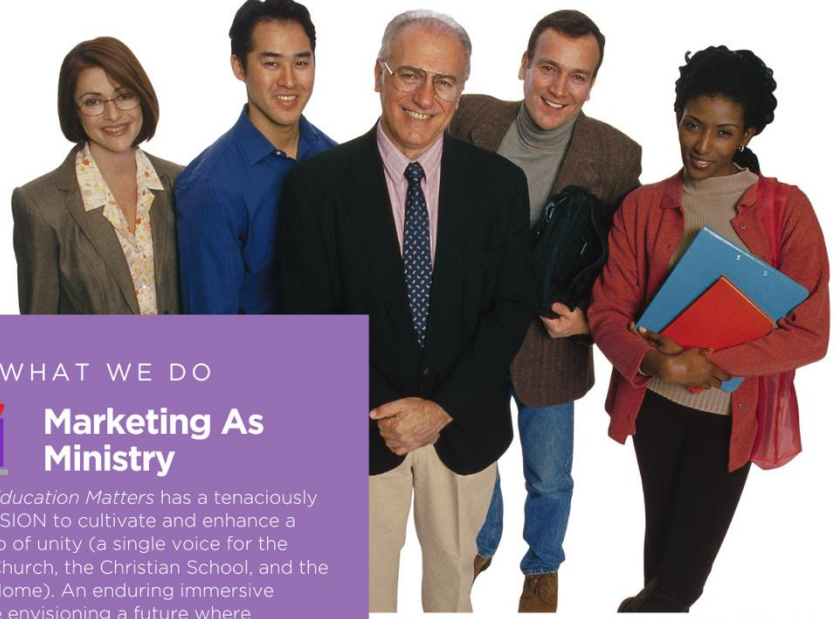
prayer & enthusiasm

What's holding you back?
www.ChristianEducationMatters.com

Don't be fooled by a DIY to-do list. You have a school to lead. Let us help with the marketing.



Christian Education Matters WILL **equip** your school with **easy-to-use**, **low-cost tools**, and **knowledge** you need to grow your school's ministry.



WHAT WE DO

Marketing As Ministry

Christian Education Matters has a tenaciously focused VISION to cultivate and enhance a partnership of unity (a single voice for the Christian Church, the Christian School, and the Christian Home). An enduring immersive experience envisioning a future where Christian schools embrace educational excellence and responsible ownership to reach their full evangelistic potential fulfilling the Great Commission and introducing others to Jesus.

Empower with Enthusiasm

Christian Education Matters MISSION is to equip (with best practices, customized tools, resources and nurture) serious and motivated Christian school leaders, school boards, principals, teachers, pastors, and parents to become better ministers with measurable results as a vibrant Christian school in their communities.

Grow the MINISTRY of your Christian School

Are you ready to make a meaningful impact in your community?

Are you ready to fulfill the Great Commission with evangelism through your school?

Christian Education Matters equips you with the easy-to-use, low-cost tools and knowledge you need to start growing your school's ministry.

IN **40** STATES

MORE THAN **450** SCHOOLS

NEW SCHOOL PLANTS **24** AND COUNTING

CHRISTIAN EDUCATION MATTERS .COM

Scan for more information

301.788.9522

teresakelchner@ChristianEducationMatters.com

SUCCESS
=
80% Willingness of Spirit
+ ½ brain
+ an internet connection!

Programs Customized to Your School’s Unique Needs

KickStart/ReStart (NEW Christian school start-ups OR ReStarts- 24 school plants in the last 14 years!)

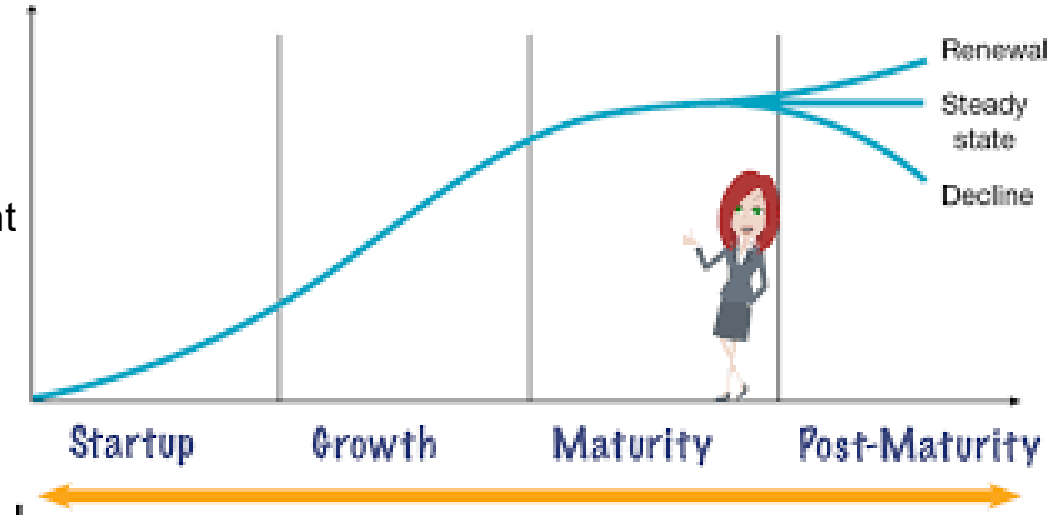
- ✓ On-site Marketing As Ministry In-Person Training
  Why?- Vision and How?-Sustainable Systems development;
- ✓ Visitation, Community Immersion and Competitive Analysis at each school location;
- ✓ A customized, written evaluation for each school with a plan of action;
- ✓ Action School Board training;
- ✓ 1-hour individualized coaching once per month for 2 years;
- ✓ Start-Up Survey with Donor/Volunteer Recruitment;
- ✓ Includes MinistrySpotlight.com branded messages for 1 church in English for 6 months;
- ✓ Integrating systems-based processes for leads, referrals, new students, financial aid, retention and funding;
- ✓ Additional coaching and resources (branded marketing) as needed;
- ✓ And so much more!

Capacity Building 101
(Small Schools <30 students, scholarships available /Large Schools >30 students)
More than 450 schools including full Conferences of schools.

- ✓ On-site Marketing As Ministry In-Person Training
  Why?- Vision and How?-Sustainable Systems development;
- ✓ Visitation, Community Immersion and Competitive Analysis at each school location;
- ✓ A customized, written evaluation for each school with a plan of action;
- ✓ Action School Board training;
- ✓ 1-hour individualized coaching once per month for 1 year;
- ✓ Includes MinistrySpotlight.com branded messages for 1 church in English
  for 6 months;
- ✓ Additional coaching and resources (branded marketing) as needed;
- ✓ Integrating systems-based processes for leads, referrals, new students, financial aid, retention and funding;
- ✓ Satisfaction Survey of constituents and students with Volunteer recruitment (SERVE);
- ✓ And so much more!

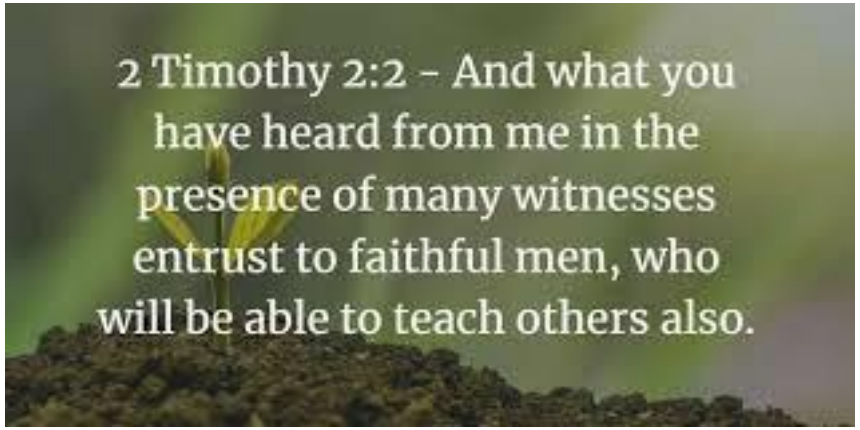
Capacity Building Accelerate
(For High-Functioning Mature Schools looking to scale their excellence)

- ✓ On-site Marketing As Ministry In-Person Training
  Why?- Vision and How?-Sustainable Systems development;
- ✓ Visitation, Community Immersion and Competitive Analysis at each school location;
- ✓ A customized, written evaluation for each school with a plan of action;
- ✓ Action School Board training;
- ✓ 1-hour individualized coaching once per week for 1 year;
- ✓ Includes MinistrySpotlight.com branded messages for 1 church in English for 6 months;
- ✓ Additional coaching and resources (branded marketing) as needed;
- ✓ Integrating systems-based processes for leads, referrals, new students
  financial aid, retention and funding;
- ✓ Satisfaction Survey of constituents and students with Volunteer recruitment
  (SERVE);
- ✓ And so much more!

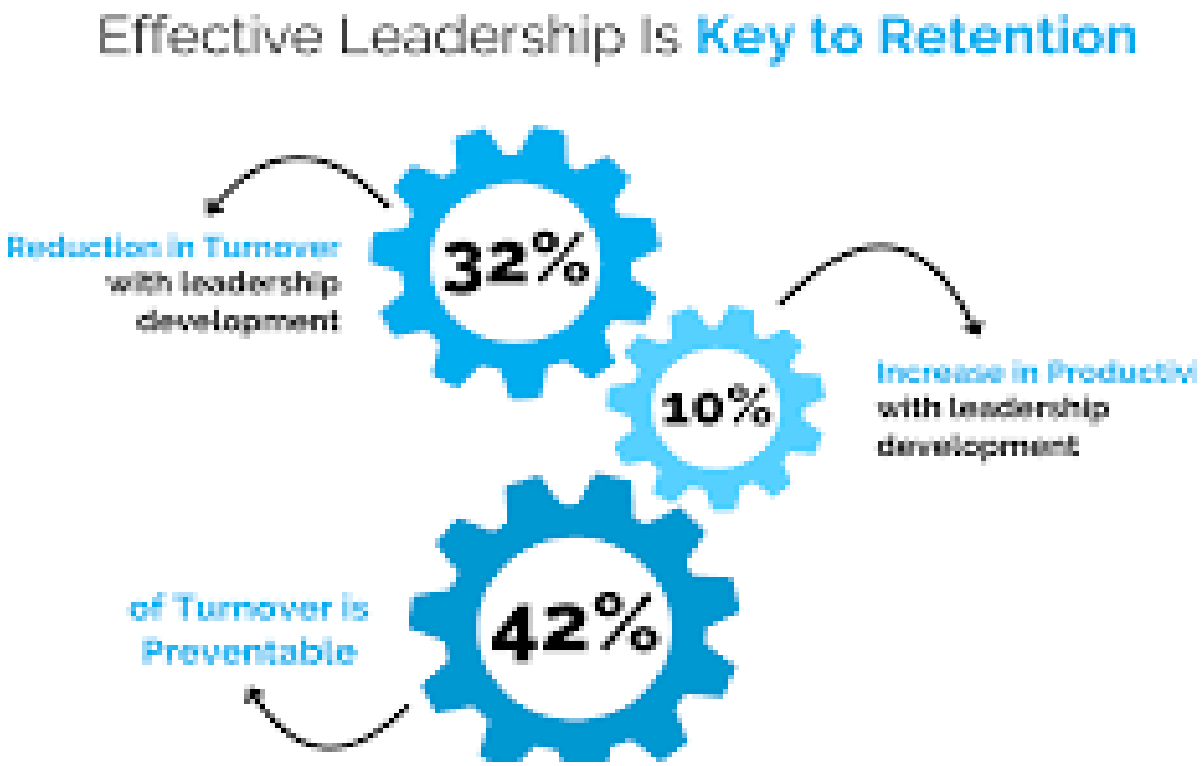


Training TIMOTHYS
(Trainer Training for Groups/Full Conferences of Christian Schools/Minimum of 8 schools)
TIMOTHYS: Targeted Intentional Ministry Optimized To Help Your Schools

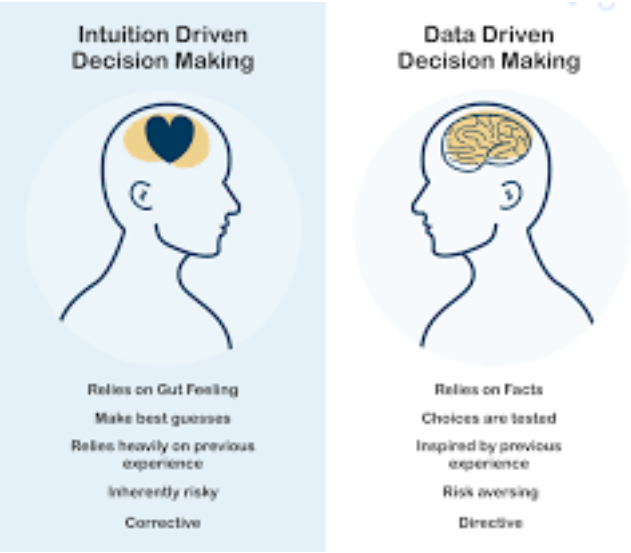
- ✓ On-site Centralized Marketing As Ministry In-Person Group Training for Principalls/Administrators
  Why?- Vision and How?-Sustainable Systems development;
- ✓ Visitation, Community Immersion and Competitive Analysis at each school location;
- ✓ A customized, written evaluation for each school with a plan of action in collaboration with the Trainer;
- ✓ Action School Board training;
- ✓ 1-hour individualized coaching once per month for each school for 6 months with an appointed trainer;
- ✓ 1-hour individualized coaching twice per month for each school for 6 months with an appointed trainer managing
  a group or groups of schools;
- ✓ Includes MinistrySpotlight.com branded messages for 1 church in English for 6 months;
- ✓ Additional coaching and resources (branded marketing) as needed;
- ✓ Integrating systems-based processes for leads, referrals, new students,
  financial aid, retention and funding;
- ✓ Satisfaction Survey of constituents and students for each school with Volunteer recruitment
  (SERVE);
- ✓ And so much more!



Leadership Matters
LTE: Leadership Transition Excellence
(Transitioning Outgoing/Incoming Principals so Turnover ISN'T Startover!)



- ✓ Transition Compendium for outgoing/incoming Principals/Administrators;
- ✓ Satisfaction Survey of constituents and students for each school with Volunteer recruitment (SERVE)- Find out where the land mines are!!!
- ✓ 1-hour individualized telephone coaching once per month for the first 100 days for the incoming principal, focusing on building up the speed of trust as the new principal immerses themselves in the day-to-day critical needs;
- ✓ And so much more!



You Can Guess or You Can Make Data-Driven Decisions

Need to make IMPORTANT decisions based on data not just what someone thinks should be done?

Share Your Thoughts.
Shape The Future.

TAKE THE SURVEY TODAY

We have a Thank You gift for you for taking our survey!

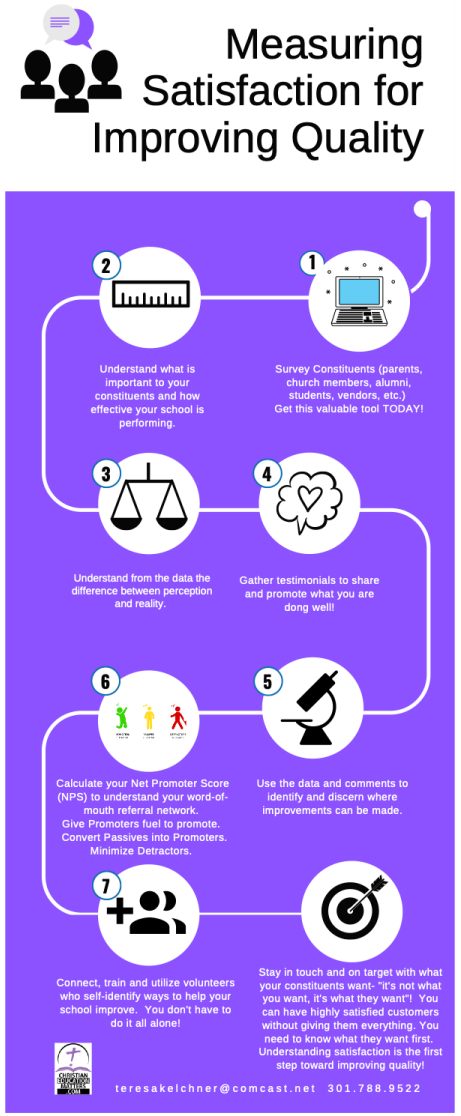
Parent Satisfaction Surveys Need Volunteers???

Parent Satisfaction Survey

✓using JD Powers/CSAT criteria

✓measuring **Word-Of-Mouth/NPS**

✓and **Recruiting Volunteers** for self-selected roles



Exit Surveys

Exit Survey for families of students who are

- ✓ graduating,
- ✓ moving,
- ✓ or not returning.

After-School Clubs/Enrichment Programs/Summer Camp Surveys

After-School Clubs/Enrichment Programs/ Summer Camp Survey

- ✓ Planning to start a program
- ✓ Evaluating the effectiveness of your current program

4-day School Week Survey

4-day School Week Survey

- ✓ Learn what will work or not
- ✓ Evaluate additional revenue streams- what do offer on Friday

1st Impression Survey

First Impression Survey

- ✓ visitors or
- ✓ new parents)

New School Plant Survey

New School Plant Survey

- ✓ Evaluate what’s important
- ✓ Collect Parental Interest
- ✓ Recruit Volunteers
- ✓ Activate Donors

Marzano High Reliability School (HRS) School Culture Survey

HRS/School Culture Survey

- ✓ Understand faculty and staff job satisfaction
- ✓ Work Culture
- ✓ Retention Intentions
- ✓ Ownership of Student Academic/Spiritual Outcomes
- ✓ Principal Leadership Growth

Conference/Union Wide Survey on the Perception of Adventist Education

- ✓ Assess general constituent attitudes
- ✓ More specifically perception vs reality of
  - ✓ Pastors
  - ✓ Alumni
  - ✓ Parents with students in day schools
  - ✓ Parents who elect to homeschool, and
  - ✓ Parents with students enrolled in boarding academies.
- ✓ Recruits Volunteers
- ✓ Engages Donors

Adventist Education
A JOURNEY TO EXCELLENCE

MINISTRY SPOTLIGHT

Let US Help YOU!

WHAT WE DO

Weekly High Quality Branded Messages

Want to do more marketing but have no time? Too busy to visit your supporting churches?

Your school's message is front and center each week! It's Simple, we do the work for you!

Affordable Funding Tools

Need Money? Want more funding?
Easy. Simple. Done.

- Turn-key, personalized, branded End-of-Year-Giving Campaigns.
- Customized Donor-Match Campaigns.
- Customized Campaigns.

Effective Websites and Landing Pages

We understand Christian schools really well and can build cost-effective custom school websites quickly to enroll more students. Starting at $1500.

Take something important OFF of your to-do list!

For **less than one month's tuition**, we create messaging to help you build connections between your church and school communities for the **entire year**.

Positive weekly messages sent **directly** to your churches for their bulletin, email newsletter and A/V announcements.

High-quality branded letters and postcards that improve **giving**.

Effective admissions-driven websites and landing pages that boost SEO and **new student enrollment** for less than 1 student's annual tuition.

Our messaging works, it's simple, and we do the work for you.

7-17x

STATISTICS TELL US IT TAKES VIEWING A MESSAGE 7 TO 17X (ON AVERAGE) BEFORE A PERSON IS READY TO TAKE ACTION.

MINISTRY SPOTLIGHT

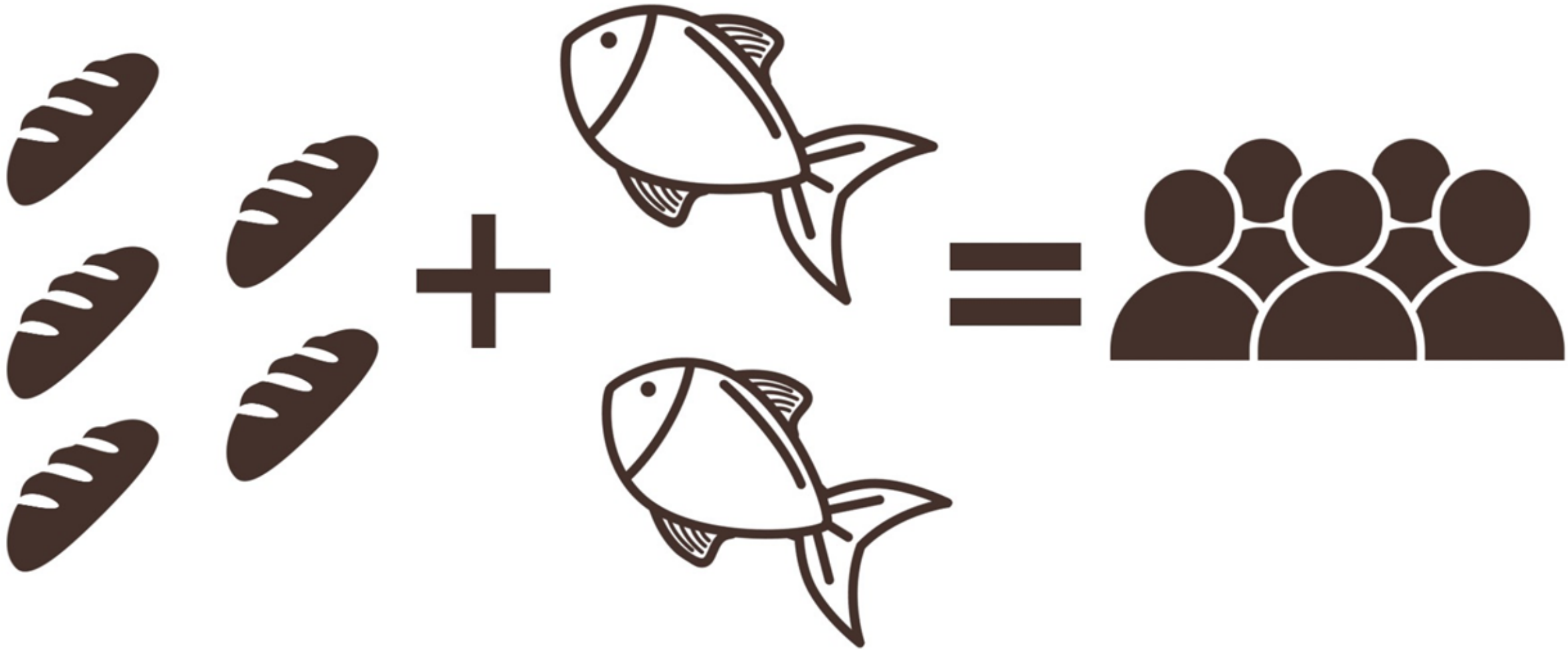
Scan for more information

301.788.9522

info@MinistrySpotlight.com

We support busy Christian school principals just like YOU.
How does it work?

Remember Jesus’ miracle of the feeding of the 5000?



How something so simple made such a huge difference?

Could your school use **MORE?**

It all starts with quality communication.

- More Time for the Principal
- More Community Connection
- More Consistent Communication with Your Church
- More Students
- More Volunteers
- More Donors

What would it be like to grow enrollment, get more volunteers, or see your community get more involved?

What about more monetary gifts for building projects?

Maybe a boost in financial aid scholarships?

MINISTRY SPOTLIGHT

7-17x

STATISTICS TELL US IT TAKES VIEWING A MESSAGE 7 TO 17X (ON AVERAGE) BEFORE A PERSON IS READY TO TAKE ACTION.

Sample Email sent to Principal and Church Communications Manager EVERY Tuesday morning at 8 am

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Please COPY and PASTE the message below into your weekly bulletin or newsletter.

CRITICAL THINKING

Our students are always given opportunities to develop their forethought by using deductive reasoning, analogical thinking skills, and problem-solving strategies to allow them to become not only tomorrow's but today's leaders. Critical thinking is one of those little things that differentiate **YOUR SCHOOL'S NAME** from other schools. If you know someone who is seeking a quality education, please contact **YOUR PRINCIPAL'S NAME** / **PRINCIPAL'S EMAIL** / **SCHOOL PHONE NUMBER.**

BRANDING PLAN

MINISTRY SPOTLIGHT

Quality messages, with the school color palette, fonts, and branding.

VINE HAVEN
ADVENTIST SCHOOL

A MESSAGE FROM
YOUR SCHOOL

Intro Slide

Style A

VALUE SERIES: THANKFULNESS

Our school teaches students to appreciate the good things in life **and** each other.

We regularly express gratitude for one

As educators, we model and express our heartfelt thanks to God for his gift of love to each of us.

student's education. Schedule a visit or call us today!

as.org

(856) 691-9393

VALUE SERIES: SERVICE

Our school puts into action the values of endurance thankfulness, service, compassion, creativity, peace, hope, justice, wisdom, and humility in all we do and encourage students to do the same.

We begin to serve by being kind to one another. Hands-on leadership experiences in our school, church, and community builds a strong foundation for a life of service.

To find out more about the value difference for your child or grandchild, friend or neighbor, stop by our school for a visit

Dulce Gabriel

admissions@vhas.org

(856) 691-9393

Style B

A MESSAGE FROM YOUR SCHOOL

Copyright MinistrySpotlight.com FMI: info@MinistrySpotlight.com

Outstanding School Series 2 Of 8

What makes a school outstanding? Over the next few weeks, we're sharing 8 ways Emerald Christian Academy is different as well as excellent. This week it's our Certified Teachers.

Certified Teachers: One ECA value is that we have loving, certified teachers. Our highly trained teachers not only care about a student's academic success, they care about their spiritual success.

IF YOU KNOW SOMEONE WHO IS SEEKING A QUALITY EDUCATION, PLEASE CONTACT:

Nelita Crawford

office@emeraldchristianacademy.com

541-746-1708

A MESSAGE FROM YOUR SCHOOL

VALUE SERIES: PEACE

What's the VALUE in Christian education?

Values are the foundational blocks upon which a better life is built.

In all we do, our school puts values into action and encourages students to do the same.

Our school teaches how peace grows from spending time with God in prayer.

We model how to be a peacemaker AND a peacekeeper on campus. Students actively learn how to resolve conflict quickly and fairly.

To find out more about the value difference for your child or grandchild, friend or neighbor, stop by for a visit to our

Martin Sutton msutton@eas-school.com 530.622.3560

A MESSAGE FROM YOUR SCHOOL

VALUE SERIES: CREATIVITY

What's the VALUE in Christian education?

Values are the foundational blocks upon which a better life is built. This includes success in education, skills and talents.

Our school uses unique approaches to support different learning styles.

We encourage students to think critically and creatively by offering curriculum that teaches the arts.

To find out more about the value difference for your child or grandchild, friend or neighbor, stop by our school for a visit.

John McCombs jmccombs@llincolncitychristian.org (541) 994-5181

A MESSAGE FROM YOUR SCHOOL

VALUE SERIES: SERVICE

Our school puts into action the values of endurance thankfulness, **service**, compassion, creativity, peace, hope, justice, wisdom, and humility in all we do and encourage students to do the same.

We begin to serve by being kind to one another. Hands-on leadership experiences in our school, church, and community builds a strong foundation for a life of service.

TO FIND OUT MORE ABOUT THE VALUE DIFFERENCE FOR YOUR CHILD OR GRANDCHILD, FRIEND OR NEIGHBOR, STOP BY OUR SCHOOL FOR A VISIT.

Ruth J. Nino

rnino@wsdas.org

201.652.6078

A MESSAGE FROM YOUR SCHOOL

A CHRISTIAN EDUCATION DIFFERENCE: SELF-AWARENESS

We have a coaching culture at our school. The students who are self-aware can quickly identify where they need to improve.

The most self-aware students are more deliberate with success and know how to repeat it.

Kind, guiding feedback matters!

Need to know more? Please contact our school principal.

Jessica Jacob

jjacob@central-states.org

(913) 342-4435

MINISTRY SPOTLIGHT

Conference Office of Education Branded Slides

ARIZONA

ADVENTIST EDUCATION™

Building Leaders Who Serve

CHURCH + SCHOOL = TOTAL MEMBER INVOLVEMENT

During this season of giving, we will be sharing many ways YOU can be involved in growing the Kingdom of God.

Psalms 106:1 says: "It is a good thing to give thanks unto the Lord." The staff at Arizona Adventist Education wish your family a blessed Thanksgiving.

Our schools values the partnership between church and school!

ARIZONA ADVENTIST EDUCATION™

7 ADVANTAGES of Adventist Education

THE BEST EDUCATION

for whole person growth

VALUE SERIES: *Wisdom*

Values are the foundational blocks upon which a better life is built. One that our schools focus on is the value of wisdom.

Our students are taught that God is the source of all true wisdom.

By sharing the stories of inspirational followers of Christ, we create opportunities to instill this value.

We expect students to discern, and recognize different sources of wisdom from people of all ages and walks of life.

DISCOVER ADVENTIST EDUCATION

WWW.7ADVANTAGES.ORG

TESTIMONIALS

MINISTRY SPOTLIGHT

Quality messages, school branding,
and parent testimonials.

Parent Testimonial

When Orangewood Academy Parents Were Asked

"What does our school do really well?"

"OA emits love, kindness, and togetherness. Add that to the learning aspect and this creates a perfect learning environment."

Orangewood Academy Parent

A MESSAGE FROM YOUR SCHOOL

"To provide an education that fosters purity of heart, develops clarity of mind, nurtures integrity of purpose, and stimulates intensity of mission in every student."

ORANGEWOOD ACADEMY

A Seventh-day Adventist Preparatory School

CHURCH + SCHOOL= TOTAL MEMBER INVOLVEMENT

Over the next few weeks, in this season of giving, we will be sharing many ways YOU can be involved in growing the Kingdom of God.

Our school values the partnership between church and school!

Do you know of someone you can share our school with? If so, please connect them directly with the principal.

Winston Morgan
WinstonMorgan@Orangewoodacademy.com
(714) 534-4694

Topic Slide

Intro Slide

A MESSAGE FROM YOUR SCHOOL

"To provide an education that fosters purity of heart, develops clarity of mind, nurtures integrity of purpose, and stimulates intensity of mission in every student."

ORANGEWOOD ACADEMY

A Seventh-day Adventist Preparatory School

CommYOUnity Spirit

OUTSTANDING SCHOOL SERIES

What makes a school outstanding? Over the next few weeks, we'll be sharing 8 ways our church school is different as well as excellent. This week it's our CommYOUnity Spirit.

CommYOUnity Spirit:

"Friends are the family that you pick up along life's journey."

Parents, students, teachers and staff describe our school as a ***family***.

Please spread the word about our outstanding school, and connect them with our school principal:

Winston Morgan

WinstonMorgan@Orangewoodacademy.com

(714) 534-4694

When Orangewood Academy Parents Were Asked

WHAT IS THE MOST IMPORTANT REASONS YOU RATE OUR SCHOOL SO HIGHLY?

“Transparency through covid and kindness from all the staff”

Orangewood Academy Parent

Are you investing in the evangelism of your school? What is your time worth?
For less than 1 student's tuition for a single month, you get messaging every week for a year!

$540/year or
~$10/week

$660/year or
~$13/week

BRANDING PLAN

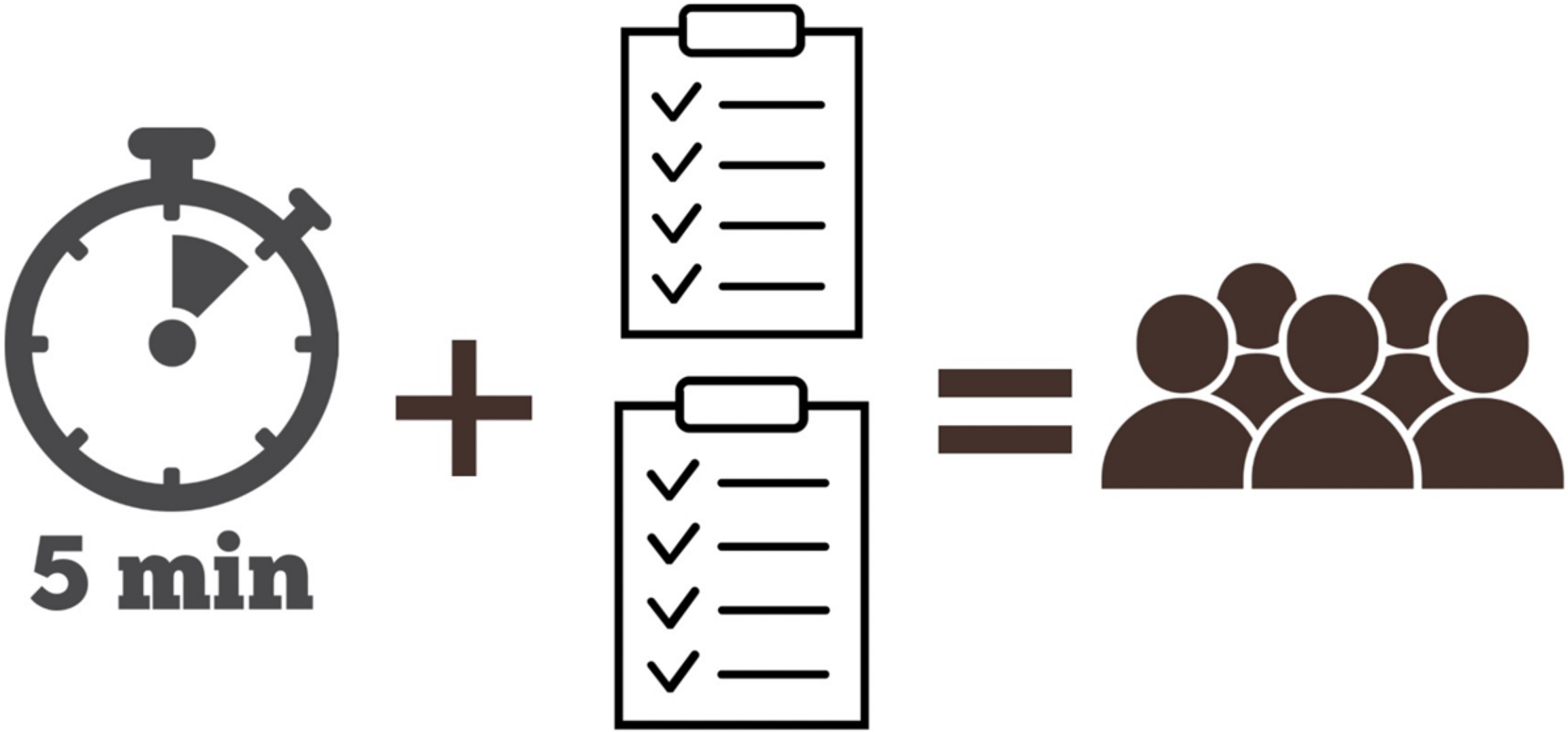
- Quality Messages
- School Color Palette
- Specific Fonts
- Branding Elements

TESTIMONIAL PLAN

- Quality Messages
- School Branding
- Parent Testimonials

MORE DETAILS

- Branding plans can be upgraded at any time.
- One church is included with ALL packages, each additional church is $5 per month ($60/year).
- We offer a Language Translation (Spanish, Russian, Portuguese +) Translation for the bulletin for $5 per language per month or $60/year.


5 min

Sign Up TODAY- 5 minutes + 2 forms = MORE!

Visit www.MinistrySpotlight.com and select your plan. After signing up, each school will complete a form and have their intended church(es) complete their form.

Questions/Assistance- Email info@MinistrySpotlight.com

Need Funds for Your School?

Christian School Principals!
Does your school need funds?

Today is the day to take something off your to-do list!

Do you have the time to craft donor letters that you need to build relationships and funding for your Christian school?

Get high-quality customized, personalized, and branded letters and postcards for less than $37 each!

Don't Miss This!

LOW WORK WITH HIGH RETURN!

$299

EIGHT
Branded End-of-the Year Giving Letters
(less than $37/letter)

$399

Branded Letters +
TWO Postcard Designs
(250 postcards/design)

FundingSpotlight.com

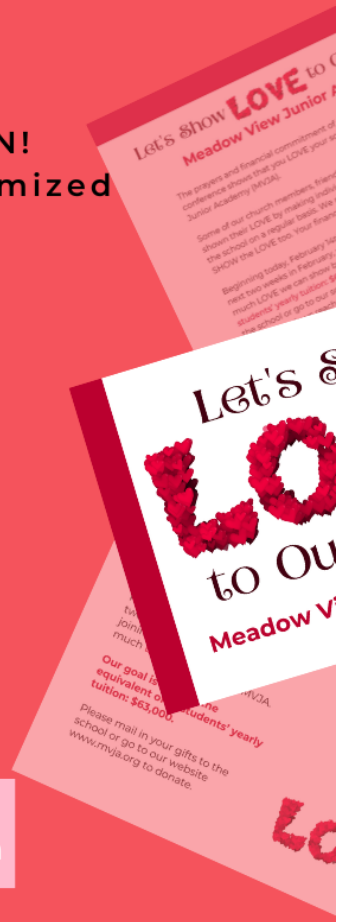
Don't Miss This!

LOVE MY SCHOOL CAMPAIGN
LOW WORK WITH HIGH RETURN!
Each Campaign IS Uniquely Customized

MINISTRY SPOTLIGHT

ONLY $299

TWO Branded Letters +
TWO Postcard Designs
(250 postcards/design)



FundingSpotlight.com
info@MinistrySpotlight.com

DONOR MATCH CAMPAIGN
LOW WORK WITH HIGH RETURN!
Each Campaign IS Uniquely Customized

MINISTRY SPOTLIGHT

Don't Miss This!

ONLY $299

TWO Branded Letters +
TWO Postcard Designs
(250 postcards/design)

FundingSpotlight.com
info@MinistrySpotlight.com

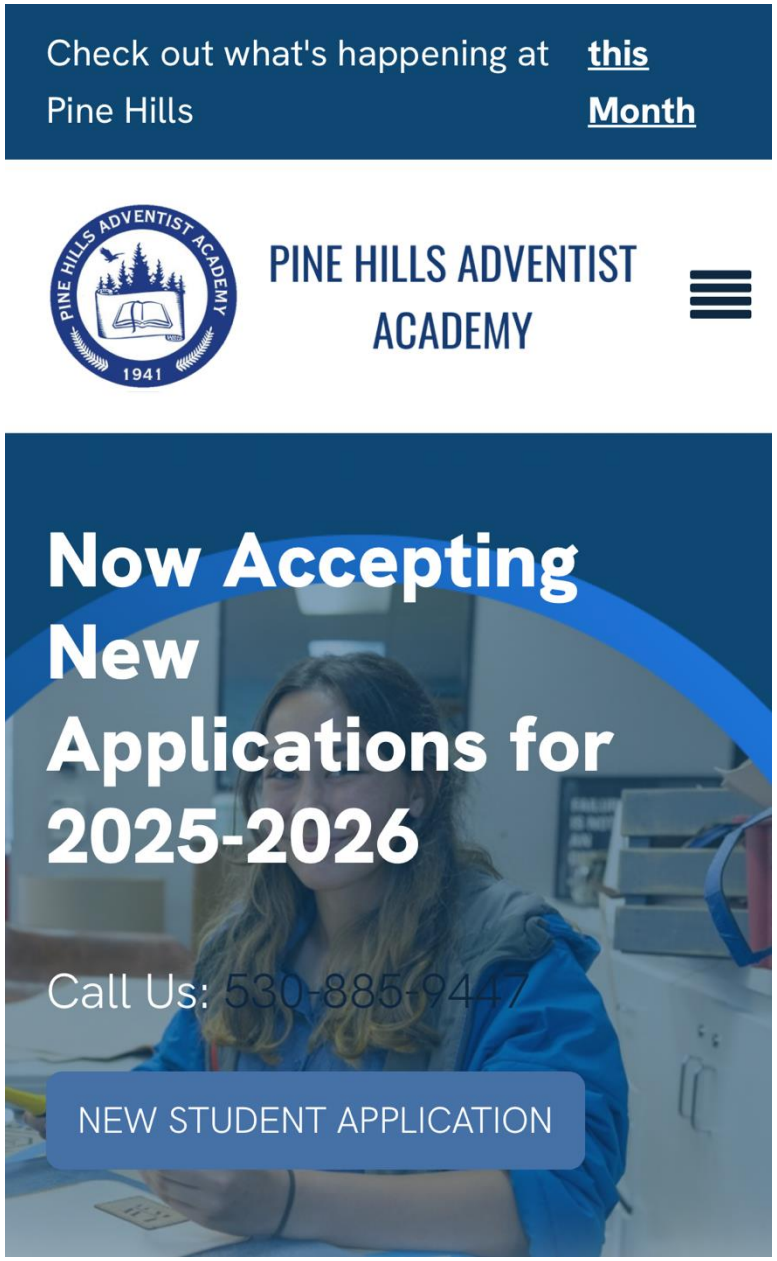
Admissions Driven SEO Websites and Landing Pages

Your website? It is ONLY a digital brochure if no one visits.

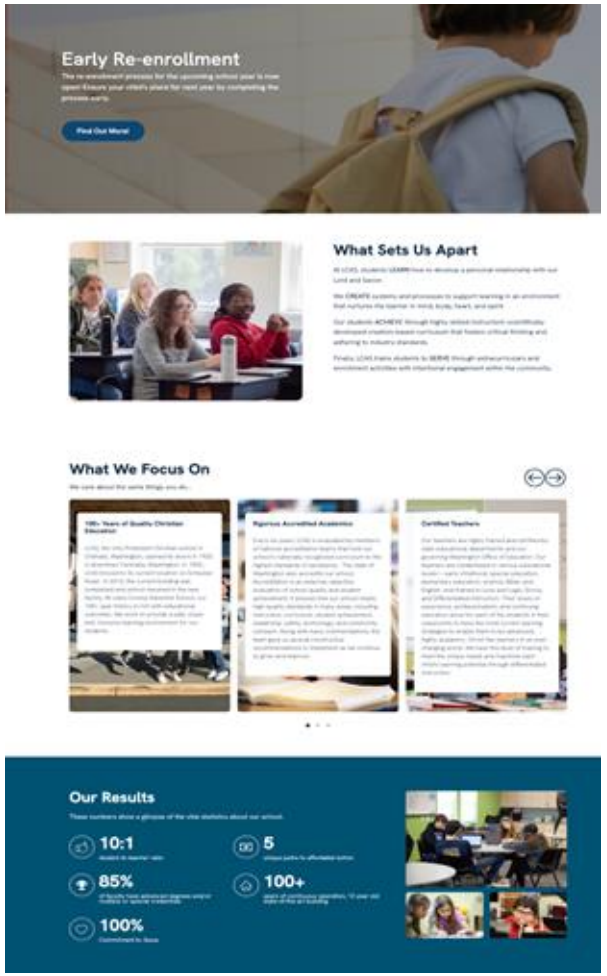
Your social media? It is just NOISE if your messaging does not connect.

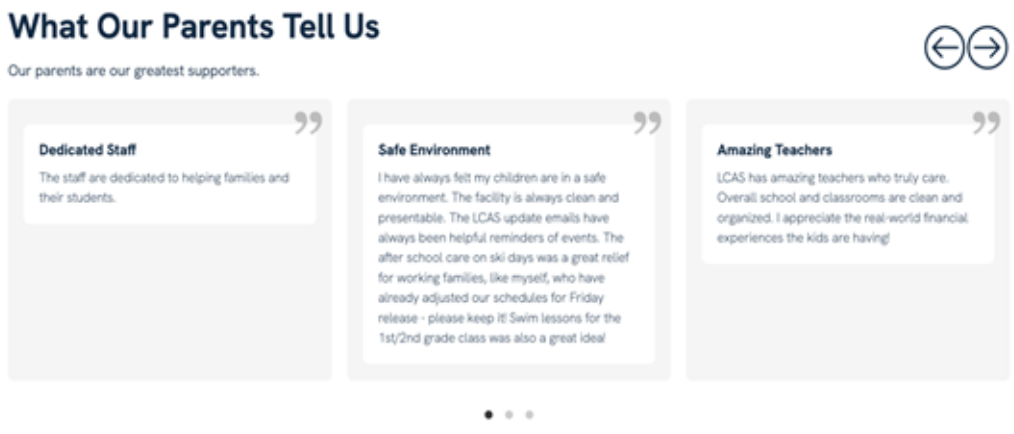
Your email list? It is WORTHLESS if people do not open your messages.

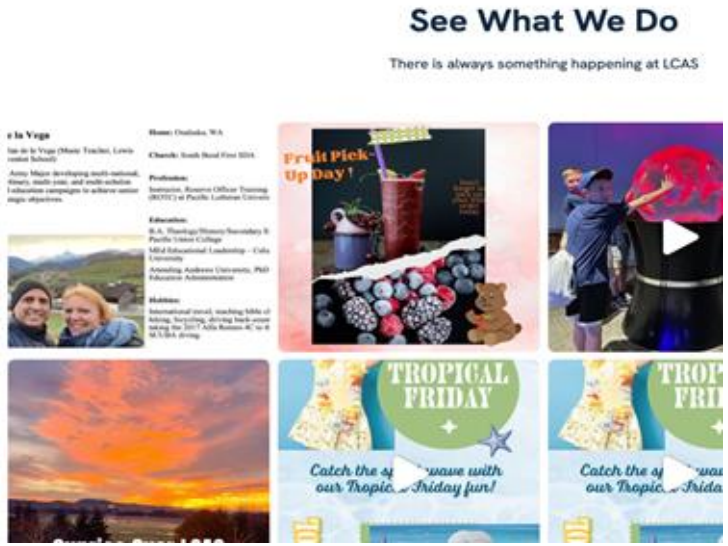
Need a content-driven, value-branded Word Press websites with integrated social media, and SEO-improving landing pages that drive results for growing ministry and enrollment?



High Value
High Quality
Websites
That WORK!







Christian Education Matters and Ministry Spotlight
help Christian schools get things done!
We work to beautify and customize ministry messaging
for schools of all sizes across the Nation!

We want to feed the 5000!

www.ChristianEducationMatters.com www.MinistrySpotlight.com
TeresaKelchner@ChristianEducationMatters.com or Info@MinistrySpotlight.com