Suggested DOs and DON’Ts of Public Relations

DO

• Make sure that you, your staff, and volunteers are well familiarized with your school’s message.
• Make it a Mission to get everyone on the same page so they know
  1. What is your school’s Mission?
  2. Who does it serve?
  3. What are its strengths?
  4. How does it offer families a quality education?
• Empower everyone to be a goodwill Ambassador for your school!
• Know where your audience is getting their info (sources: neighborhood papers, friends) and take
  your message there.
• Have a press kit and news release template ready to promote your school.

DON’T

• Think you have to do everything all at once.
• Ever think you don’t need to use marketing. If you’re trying to bring in prospective families, unless
  your school is FULL in every grade, you can’t afford not to market.
• Send the same release to every media contact. Tailor a story or release to fit the scope of the
  audience you’re approaching. That way it is more likely to be picked up.
• Blanket media with every event that comes along. The more received from you, the more likely
  they are to tune you out. If what they receive is solid, newsworthy and timely, you are more likely to
  receive coverage.
• Think you are in this alone. The Marketing Department of Hope for the Future is available for
  consultation with schools contact: 210-734-1943