

KAUKAUNA CATHOLIC SCHOOL SYSTEM WHAT WE ARE DOING



STRATEGIC PLAN

- ◉ Completed January 2009
- ◉ Combined effort
- ◉ Committee leading implementation
- ◉ Available on KCSS web site

MARKETING

THROUGHOUT THE YEAR

- ◉ PARISH BULLETINS-Information is sent weekly
- ◉ TIMES VILLAGER-2x per month and special events
- ◉ POST CRESCENT EAST-Information sent weekly
- ◉ WEB SITE-Updated frequently, special event blog
- ◉ BAPTISM AND BIRTHDAY CARDS-To Kaukauna children
- ◉ DIRECT MAILINGS-Sent to specific groups
- ◉ OPEN HOUSE-Several each year and open to all

MONTH TO MONTH

JUNE - AUGUST

- ◉ Mailing to 3 year olds regarding registration
- ◉ Ad in Times Villager for registration for P-8
- ◉ Ad in “FYI! Kids” about KCSS and registration

SEPTEMBER

- ◉ Story Time begins for preschool age and continues monthly
- ◉ Postcards to 3 year olds in Kaukauna
- ◉ Inserts in Grocery Bags at Piggly Wiggly

OCTOBER

- ◉ Ice Cream Social

NOVEMBER

- ◉ First Alumni Newsletter is mailed

DECEMBER

- ◉ Kaukauna Christmas Parade
- ◉ Kaukauna Christmas Cards
- ◉ Band Concert at Bank of Kaukauna
- ◉ Concerts at School

JANUARY

- ◉ Second Alumni newsletter
- ◉ TV ads during Catholic Schools Week
- ◉ Peek at Kindergarten cards mailed
- ◉ Registration begins

FEBRUARY

- ◉ Valentine Party for 3-5 year olds

MARCH

- ◉ Enrollment Ads in Times Villager
- ◉ Third Alumni Newsletter

APRIL

- ◉ St. Aloysius Art & Technology Fair

MAY

- ◉ Holy Cross Open House and Concert
- ◉ Enrollment Ad in Times Villager
- ◉ Summer Child Care ads
- ◉ Fourth Alumni Newsletter

DEVELOPMENT

Alumni

- ◉ Database for 1938-1990 recently completed
- ◉ Work will continue for 1991-present
- ◉ First Alumni Newsletter mailed out November 2009
- ◉ Request for donations to KCSS Fund
- ◉ Alumni Campaign to launch in February 2010
- ◉ Newsletters scheduled in January, March and May

Annual Campaign

- ◉ Mailing to all current parishioners each fall
- ◉ Request for donations to Tuition Assistance and/or KCSS Fund

Business Campaign

- ◉ Mailing to area businesses in March/April
- ◉ Request for donations to Tuition Assistance and/or KCSS Fund

Personal Campaign

- ◉ Direct mailing in Spring
- ◉ Request for donations to Tuition Assistance and/or KCSS Fund

Will Seminar

- ◉ Well attended seminar two years ago
- ◉ Seminar scheduled in April 2010

FUNDRAISING

Our Goals

- ◉ Trying to eliminate Door to Door Sales type fundraisers
- ◉ Creating Large Fundraisers
- ◉ Creative ways to earn family fundraising commitment

Current and Future Plans

- ◉ Beach Bash
- ◉ Late Night Catechism
- ◉ Large Item Raffle/Live Auction Banquet

If you have further comments or questions
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