

ROCK VALLEY CHRISTIAN SCHOOL

Contact person: Brad Vis
Email address: bvis@rockvalleychristian.com
Phone Number: 7124762615

Total Fund Requested for 2010: \$694
Total Funds Requested for 2009: No clue
Total Funds Used in 2009: All that was given

Preschool Brochures

Target Audience: Parents of 3 and 4 year old children
Estimated Cost: \$97
Date of Promotion: December-April of 2010
Description: We are going to update our Preschool brochures and print 100 copies to distribute to potential families.
Amount Schools proposes to pay: -
Amount Requested from HCS: \$97

K-8 Brochures

Target Audience: Surrounding Community
Date of Promotion: December - July
Description: Rock Valley Christian is going to update their current K-8 brochure. These will be distributed to potential K-8 families.
Estimated Cost: \$97
Amount Schools Proposes to Pay: -
Amount Requested from HCS: \$97

Promotional DVD

Target Market: Potential Families
Date of Promotion: December- July
Description: Rock Valley Christian has completed the making of a Promotional DVD. This will be distributed to both current families and potential new families.
Estimated Cost: \$3,000
Amount Schools Proposes to Pay: \$2500
Amount Requested from HCS: \$500

SIoux FALLS CHRISTIAN SCHOOLS

Contact person: Vern Ten Napel
Email address: verntennapel@sfchristian.org
Phone Number: 6053341422

Total Fund Requested for 2010: \$3,810
Total Funds Requested for 2009: \$3885
Total Funds Used in 2009: \$1,450

Promotional Brochure

Target Audience: Families with children ages 2-15 in Sioux Falls
Estimated Cost: \$5,600
Date of Promotion: January 15
Description: We will design and produce 12,000 Brochures that will be mailed, leading up to an open house on February 5 for families who wish to take a tour and meet staff. Brochures will also be placed in our promotional packets and will be placed in churches.
Amount Schools proposes to pay: \$2,000
Amount Requested from HCS: \$3,660

Newspaper Advertising

Target Audience: Prospective pre-school and Kindergarten students
Date of Promotion: January-March
Description: We will advertise for our Kindergarten Round-up in March. We will also advertise for our Pre-school
Estimated Cost: \$400
Amount Schools Proposes to Pay: \$250
Amount Requested from HCS: \$150

UNITY CHRISTIAN HIGH SCHOOL

Contact person: Bill Foreman

Email address: bforeman@unitychristian.net

Phone Number: 7127374114

Total Fund Requested for 2010:

Total Funds Requested for 2009:

Total Funds Used in 2009:

Brochure

Target Audience: Constituents

Estimated Cost: \$1,250.00

Date of Promotion: 1-15-2010

Description: The brochure is for out new building addition. This project includes a chapel/performing arts center and music room at a cost of \$5.2 million. The amount that the brochures cost is \$1,250.00. We are asking for funding of \$750.00.

Amount Schools proposes to pay: \$500.00

Amount Requested from HCS: \$750.00

IRETON CHRISTIAN SCHOOL

Contact person: Marlin Schoonhoven
Email address: ics@mtcnet.net
Phone Number: 7122782245

Total Fund Requested for 2010: \$1700
Total Funds Requested for 2009: \$400
Total Funds Used in 2009: \$1200

Radio Advertising

Target Audience: Potential K-8 families in local communities

Estimated Cost: \$600

Date of Promotion: March 2010

Description: Our desire is to promote Ireton Christian School to as many families in the area, as possible, desiring to have their child(ren) receive a Christ-centered education. We will also connect this ad with the specific time and date of our Kindergarten Roundup in the Spring. We will use students, faculty, and society members to give testimonials of ICS.

Amount Schools proposes to pay: \$200

Amount Requested from HCS: \$400

Newspaper Advertising

Target Audience: Potential new Kindergarten students

Date of Promotion: March-April 2010

Description: Advertisement of our annual Kindergarten Roundup date and time for potential families considering Ireton Christian School as a place for their child to get a Christ-centered education.

Estimated Cost: \$200

Amount Schools Proposes to Pay: \$100

Amount Requested from HCS: \$100

Informational packets or Brochures

Target Market: Churches from our local communities

Date of Promotion: Spring 2010-Christian Education Week

Description: Making informational packets or brochures of Ireton Christian School and putting them in the eleven different churches that we currently have active families and two or three other area churches that we have had families from in the past, but are not currently serving.

Estimated Cost: \$300

Amount Schools Proposes to Pay: \$100

Amount Requested from HCS: \$200

DVD

Target Market: New families

Description: Making of DVD to promote Ireton Christian School to new families in our area (piggybacking on RVCS idea). Current families can promote our school by having a DVD to give to a potential family that is interested in ICS.

Estimated Cost: \$1500

Amount Schools Proposed to Pay: \$500

Amount Requested from HCS: \$1000

INWOOD CHRISTIAN SCHOOL

Contact person: Melissa Boer
Email address: boermelissa@hotmail.com
Phone Number: 7127534541

Total Fund Requested for 2010: \$600
Total Funds Requested for 2009: 0
Total Funds Used in 2009: 0

Video

Target Audience: Local churches and parents with school aged children in the next few years.

Estimated Cost: \$500

Date of Promotion: January 2010

Description: Dordt College students have agreed to come and film ICS students and make a short video about the school. We are struggling to stay a float and could use some more publicity!!

Amount Schools proposes to pay: 0

Amount Requested from HCS: \$500

Business cards

Target Audience: People that attend parades ;)

Date of Promotion: July 2010

Description: We would like to order catchy business cards to hand out at parades - we do quite a few in surrounding towns - to appeal to people not just at Inwood CRC.

Estimated Cost: \$100

Amount Schools Proposes to Pay: 0

Amount Requested from HCS: \$100

SHELDON CHRISTIAN SCHOOL

Contact person: Pete Van Velzen
Email address: sheldprin@nethtc.net
Phone Number: 7123242429

Total Fund Requested for 2010: \$700
Total Funds Requested for 2009:
Total Funds Used in 2009: \$250

Preschool / Kindergarten Open House & Carnival

Target Audience: prospective parents & students

Estimated Cost: \$400

Date of Promotion: March 2010

Description: Advertise for the event. (radio, newspaper, fliers) Purchase food & prizes for the carnival.

Amount Schools proposes to pay: \$100

Amount Requested from HCS: \$300

Museum Display

Target Audience: general public

Date of Promotion: ongoing (display will be ready spring of 2010)

Description: A display will be placed in the Sheldon Museum showing the history of Sheldon Christian School.

Estimated Cost: \$500

Amount Schools Proposes to Pay: \$100

Amount Requested from HCS: \$400

EDGERTON CHRISTIAN ELEMENTARY SCHOOL

Contact person: Randy Pfeifle
Email address: randypfeifle@iw.net
Phone Number: 5074426181

Total Fund Requested for 2010: \$1,500
Total Funds Requested for 2009: \$750
Total Funds Used in 2009: \$750 (\$250 received from Heartland)

Promotional Video

Target Audience: new parents

Estimated Cost: \$3,000

Date of Promotion: year round

Description: ECES has not updated their promotional video in the last 8 years. There have been several changes that have occurred during that time and is necessary to get the "new" information out to prospective parents. We are looking at working with Dordt College to produce this video.

Amount Schools proposes to pay: \$1,000

Amount Requested from HCS: \$2,000

CENTRAL MINNESOTA CHRISTIAN SCHOOL

Contact person: Keivn Wassenaar
Email address: kevinw@willmarnet.com
Phone Number: 3209788700

Total Fund Requested for 2010: \$1,899.00
Total Funds Requested for 2009: \$1,550.00
Total Funds Used in 2009: \$600

New printed materials for promotional packets

Target Audience: prospective parents and donors

Estimated Cost: \$2800.00

Date of Promotion: January 2010

Description: We are in the process of redesigning our promotional packets that we send out to families interested in knowing more about us. These will be replacing the ones we did 7 years ago and give us a chance to freshen them up and reflect some changes that have happened over the last while. This document will include several items such as our statement of belief, philosophy of education, our educational goals, additional information, application procedures, contact information, and an application form.

Amount Schools proposes to pay: \$1600.00

Amount Requested from HCS: \$1200.00

Radio Advertising

Target Audience: General public / prospective families looking at educational opportunities

Date of Promotion: March/April 2010

Description: We will be designing ads for our Pre-K registration and Kindergarten Round-up. These ads will inform when we will be accepting registrations and when we will be having our open house in the spring.

Estimated Cost: \$499.00

Amount Schools Proposes to Pay: \$300.00

Amount Requested from HCS: \$199.00

School Events Calendar

Target Market: School Parents, Grandparents, and constituents

Date of Promotion: August, 2009

Description: In August we printed a school events calendar in cooperation with the local newspaper. This calendar contains all of our school events for this year and was distributed with the paper to their whole distribution route. We also received 200 additional calendars to distribute through school to those who do not receive the newspaper.

Estimated Cost: Actual Cost was \$1800.00

Amount Schools Proposes to Pay: \$1500.00

Amount Requested from HCS: \$300.00

Newspaper Ad

Target Market: General public

Description: During American Education Week, CMCS in cooperation with Community Christian School of Willmar, MN, placed an ad in the area's largest newspaper. This ad featured both schools and included the phrase "What's at the center of your education?"

Estimated Cost: \$84.50

Amount Schools Proposed to Pay: \$20

Amount Requested from HCS: \$20

SIoux CENTER CHRISTIAN

Contact person: Joe Dirksen
Email address: jdirksen@scchristian.pvt.k12.ia.us
Phone Number: 7127220777

Total Fund Requested for 2010: \$1,375
Total Funds Requested for 2009:
Total Funds Used in 2009: \$750

Print advertising - newspaper

Target Audience: K parents
Estimated Cost: \$750
Date of Promotion: Feb - March
Description: Promotion of the K round-up and Christian Education.
Amount Schools proposes to pay: \$375
Amount Requested from HCS: \$375

Radio ads

Target Audience: K parents
Date of Promotion: Feb.
Description: Promotion of the K round up and Christian education.
Estimated Cost: \$2,000
Amount Schools Proposes to Pay: \$1,000
Amount Requested from HCS: \$1,000

SANBORN CHRISTIAN SCHOOL

Contact person: Anthony Minderhoud
Email address: sanchr@sanbornchristian.com
Phone Number: 7127293288

Total Fund Requested for 2010: \$330.00
Total Funds Requested for 2009: \$440.00
Total Funds Used in 2009: \$750.00

Sanborn Christian School website

Target Audience: Parents, grandparents, alumni, community members

Estimated Cost: \$350.00

Date of Promotion: All Year Long

Description: The website is utilized by the school and enables parents, grandparents, alumni and others to keep up on the activities of Sanborn Christian School. There are "links" on the website that are used to guide the public to various aspects of the school. Some of the areas of communication via the website include registration and admissions, information on the SCRIP program, class pages for assignments, an activity calendar and employment opportunities available.

Amount Schools proposes to pay: \$175.00

Amount Requested from HCS: \$175.00

Newspaper-Harvest Sale Auction

Target Audience: General Public and Society Members

Date of Promotion: October- November 2009

Description: Ad(s) are run in weekly newspaper(s) to notify the public of the annual Harvest Sale Auction that is held at the Sanborn Christian School. The ads also serve as a thank you to the businesses that made donations for the auction.

Estimated Cost: \$180.00

Amount Schools Proposes to Pay: \$90.00

Amount Requested from HCS: \$90.00

Newspaper - 5k Road Race

Target Market: General Public

Date of Promotion: Annually in July

Description: Ads are run to promote the 5k/10k road race held in conjunction with Sanborn's annual celebration. All are invited to participate in the race. Proceeds of the race go to the Sanborn Christian School Auxiliary.

Estimated Cost: \$130.00

Amount Schools Proposes to Pay: \$65.00

Amount Requested from HCS: \$65.00

HOLLANDALE CHRISTIAN SCHOOL

Contact person: Lisa Vos
Email address: hollandalechristian@frontiernet.net
Phone Number: 5078893321

Total Fund Requested for 2010: \$450
Total Funds Requested for 2009:
Total Funds Used in 2009:

Informational Booklet

Target Audience: New families in surrounding communities
Estimated Cost: \$700
Date of Promotion: Aug 2010
Description: "What's at the Center of your Education". We give these booklets out for things like Kindergarden Round-up and at two area county fair booths.
Amount Schools proposes to pay: \$350
Amount Requested from HCS: \$350

Church bulletin inserts

Target Audience: Church families with children starting school in 1-4 years
Date of Promotion: March 2010 during Christian Education Week
Description: "What's at the Center of your Education". We use these inserts announce Kindergarden Round-up and other school events.
Estimated Cost: \$150
Amount Schools Proposes to Pay: \$75
Amount Requested from HCS: \$75

Posters

Target Market: Community businesses
Date of Promotion: February 2010
Description: "What's at the Center of your Education". We use these posters for Kindergarden Round-up.
Estimated Cost: \$50
Amount Schools Proposes to Pay: \$25
Amount Requested from HCS: \$25

CHANDLER CHRISTIAN SCHOOL

Contact person: Karl Schmitke
Email address: schmitke@juno.com
Phone Number: 5076772358

Total Fund Requested for 2010: \$1,200
Total Funds Requested for 2009: 0
Total Funds Used in 2009: 0

Billboard

Target Audience: Slayton / Lake Wilson / Chandler area Christian families
Estimated Cost: \$1,500
Date of Promotion: Spring/Fall 2010
Description: We would like to put an ad on a billboard on County Road 30 between Slayton and Lake Wilson.
Amount Schools proposes to pay: \$750
Amount Requested from HCS: \$750

Radio Ads

Target Audience: Slayton / Lake Wilson / Chandler area Christian families
Date of Promotion: Spring
Description: Radio ads sharing about our new 5 day-a-week Kindergarten and new Preschool and Spring Treasure Hunt outreach activity
Estimated Cost: \$800
Amount Schools Proposes to Pay: \$500
Amount Requested from HCS: \$300

Flyers

Target Market: Slayton / Lake Wilson / Chandler area Christian families
Date of Promotion: Spring
Description: Flyers sharing about our new 5 day-a-week Kindergarten and new Preschool and Spring Treasure Hunt outreach activity
Estimated Cost: \$300
Amount Schools Proposes to Pay: \$150
Amount Requested from HCS: \$150

Word of Mouth

Target Market: Slayton / Lake Wilson / Chandler area Christian families
Description: Parents, teachers, students and community sharing some of the GREAT things that are happening at Chandler Christian School.
Estimated Cost: priceless
Amount Schools Proposed to Pay: all that we can
Amount Requested from HCS: \$0

VOLGA CHRISTIAN SCHOOL

Contact person: Bruce Lucas
Email address: vcsk_8@mchsi.com
Phone Number: 6056279286

Total Fund Requested for 2010: \$580
Total Funds Requested for 2009: \$667
Total Funds Used in 2009: \$675

Radio Advertisement

Target Audience: Local residents and potential families
Estimated Cost: \$109
Date of Promotion: November 17 - 20
Description: American Education Week ads put together by and played by Brookings Radio on KCountry 102.3 FM
Amount Schools proposes to pay: 29
Amount Requested from HCS: \$80

Posters (320)

Target Audience: Local residents and potential fundraiser supporters
Date of Promotion: Harvest Festival on first Saturday in November
Description: We will continue to use the posters to advertise our annual Harvest Festival fundraiser in November
Estimated Cost: \$125
Amount Schools Proposes to Pay: \$25
Amount Requested from HCS: \$100

Brochures

Target Market: Prospective church families
Date of Promotion: year-round
Description: We plan to update our brochures available in local churches (Brookings, Volga, Bruce, 7 Sinai), at our fundraisers, and at local events.
Estimated Cost: \$150
Amount Schools Proposes to Pay: \$50
Amount Requested from HCS: \$100

Newspaper Ads

Target Market: Local residents and new families in area
Description: We will advertise our annual Harvest Festival as well as continue to promote our school and preschool through local paper promotions.
Estimated Cost: \$500
Amount Schools Proposed to Pay: \$200
Amount Requested from HCS: \$300

UNITED CHRISTIAN SCHOOLS

Contact Person: Kendra Van Hill

Email address: kendravh@myclearwave.net

Phone Number: 5079954372

Total Funds Requested For 2009: \$4400

Total Funds Requested For 2008: \$5085

Total Funds Used in 2007: Used all funds given

Schools Requesting Funding:

United Christian Schools Involving:

Chandler Christian Grade School – Applying individually

Edgerton Christian Elementary School – Applying individually

Hills Christian Grade School – Not applying individually

Worthington Christian Grade School – Not applying individually

Southwest Minnesota Christian High School – Not applying individually

Brochures

Target Audience: Interested families

Date of Promotion: Entire year

Description: We would like to update our brochure encouraging Christian education. We are currently doing some research to try to determine the top 3 reasons why people choose Christian education. With these top three reasons in mind, we will design a brochure around them. This will be included in potential family mailings, on our display table and distributed throughout the communities in businesses and churches.

Estimated Total Cost: \$1000

Amount schools propose to pay: \$500

Amount requested from HCS: \$500

Radio Advertising

Target Audience: General Public

Date of Promotion: 6 weeks in February and March (during time of school decision)

Description: Develop a radio campaign to encourage and talk about Christian education at our five schools. We have found that this is an important decision time for families. We ran a campaign similar to this during the month of August. We ran 4 ads a day, for 40 days, on 3 different stations. There were 4 different ads each from a different perspective; parent, student, student & teacher. We have received very positive feedback from these ads.

Estimated Total Cost: \$3000

Amount schools propose to pay: \$1000

Amount requested from HCS: \$2000

Outreach Activities

Target Audience: General Public

Date of Promotion: Many times during the entire year.

Description: We have developed a concept of outreach activities at United Christian Schools. These are activities that open our schools up to the public, with no pressure at all. These activities are not fundraisers, but instead a way for families to be welcomed into our schools for a fun time. We also give each participant a bit of information about our schools, but not by forcing it on them. The goal is to obtain a positive experience from the families and they will be more open to further correspondence from our schools. We have had many new families enter our schools through this avenue. Each of our schools tried one of these activities last year, and we have received extremely positive comments. There were two families in Worthington who had never been in the school and now their children attend Kindergarten there.

We would like to enhance these activities for the upcoming year. The activities are as follows: Chandler Christian: Community Easter Egg Hunt (egg hunt, games, petting zoo, arts & crafts). Worthington Christian: Treasure Island Treasure Hunt (treasure hunt through the school, games, treats, prizes). Southwest MN Christian High: Rock River Pumpkin Festival (pumpkin patch, hay rides, games, food, bale maze, climbing wall). Edgerton Christian: Tour of Tables (morning brunch for young moms with a relevant theme) & Movie Night (movie night on a winter evening for students to invite friends to view the movie at school). Hills Christian: Christmas babysitting (babysitting service available on Saturdays during December to allow people to complete their Christmas shopping).

Estimated Total Cost: \$2500

Amount schools propose to pay: \$1000

Amount requested from HCS: \$1500

Website

Target Audience: Constituents and potential families

Date of Promotion: All Year

Description: Continue to enhance our current website. New art production and information on the site.

Estimated Total Cost: \$500

Amount schools propose to pay: \$100

Amount requested from HCS: \$400