

Promoting our Christian Day School in the Community

Common Perceptions

Promoting our school to the community – do we really need to do it? Some within the church might have the perception that the school is primarily for our own members, so we don't need to promote it to the community. Others might think that since we have a small school, we don't have as much to offer, so we're fighting an uphill battle trying to promote it. Still others within our congregation might think, "I don't really know enough about my school to promote it effectively."

What scripture says

- We have a call to teach the next generation the truths of God's Word.
 - Mark 10:14 – **"Let the little children come to me, and do not hinder them, for the kingdom of God belongs to such as these.**
 - Ephesians 6:4 – **"bring them up in the training and instruction of the Lord."**

Our school is an ideal place to do that with its emphasis both on training souls in the message of their salvation, as well as on giving those souls an education for this life that is grounded in Scripture.

- We have a call to proclaim the Gospel message to the world.
 - Matthew 28:19-20 – **"¹⁹Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, ²⁰and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age."**
 - I Peter 2:9 – **"⁹ But you are a chosen people, a royal priesthood, a holy nation, God's special possession, that you may declare the praises of him who called you out of darkness into his wonderful light.**
 - Mark 16:15 - **"Go into all the world and preach the gospel to all creation."**

Think of how effective proclaiming that message would be to a child who is with us for seven hours of the day, five days out of the week.

- We may not see the results immediately, but the Lord still directs us to spread His message.
 - John 3:8 – **"⁸ The wind blows wherever it pleases. You hear its sound, but you cannot tell where it comes from or where it is going. So it is with everyone born of the Spirit."**

Isaiah 55:11 – **“so is my word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it.”**

What Can I Do?

There are many things that you, a member of Berea Lutheran Church, can do to promote your Christian Day School to your community.

- Pray.
Pray for your church and school that it may faithfully carry out its commission by God to teach its children the ways of the Lord, and that it may proclaim the message of salvation to the world.
Pray for yourself, that God may give you the strength and the confidence to speak boldly about your faith and what your church has to offer.
- Get involved in your school.
It may seem strange to think that a way to promote your school in the community is to get involved with your school at your church, but what better way to become informed about what your school has to offer, than to get involved with your school. Volunteer for the many opportunities that are available. Talk to the teachers, students, and parents. Become as familiar with your school as you can, so you can be equipped to talk to others about what your school has to offer. Many may think that a small school such as ours doesn't have much to offer. Find out what your school has to offer. Read the brochure that the Board of Education of Berea Lutheran Church has developed which gives a quick, easy-to-read synopsis about what our school offers. You will find these in the tract rack. Also, visit the website bereaclc.org and click on the "school" tab. There you will find information about our school, as well as many activities that are available to students. Educate yourself and you will be able to educate others as well.
- Distribute brochures or information
The school brochure contains contact information such as e-mail, phone, and website. Hand this flyer out to those you know that are looking for a school, or even those who may not be looking, but who have school-age children. Leave some flyers in a public place. Give those you know the contact information contained in the brochure so they can learn more about the school themselves. Point them to our church and school website (mentioned above)

- Talk to people

As you go about your day-to-day business, look for opportunities to tell those you come in contact with about your church and school. The Lord will often open doors; we simply need to be alert and aware in order to go through those doors. If you currently have children in our school, let those you know outside of our church family know how much you value our school, and the education they receive. Word of mouth is one of the most effective means of advertising. Often you might hear, "I'm just not happy with the public school system". What an opportunity to promote our school! Make a point to get to know others, so that you can learn about their families, their likes and dislikes, and what they may be looking for. Then you will be better able to mention our school to them if the opportunity is there.

As we look for and put into practice ways to promote our school in our community, we must remember that we are on this earth for a calling, and that calling is to promote the saving gospel message.

"¹⁴ How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? ¹⁵ And how can anyone preach unless they are sent? As it is written: "How beautiful are the feet of those who bring good news!" Romans 10:14-15