

2026 School Marketing Toolkit

High-Impact Checklists Every Christian School Needs to Grow Enrollment in 2026

Checklist 1: AI-Ready School Website Optimization

- ☐ Does your homepage speak directly to parent concerns?
- ☐ Do you clearly answer: “Who is your school for?”
- ☐ Is it obvious what makes your school unique and mission-driven?
- ☐ Are you using real language parents actually use—not internal jargon?
- ☐ Your main headline explains the transformation, not just the school name
- ☐ Sub-headlines clarify academics, faith, safety, community, or mission
- ☐ Every section of the homepage begins with a meaningful title
- ☐ Short paragraphs
- ☐ Bullet points instead of long text blocks
- ☐ Clear section dividers
- ☐ White space for easier reading
- ☐ Mobile-friendly formatting (70% of parents browse on phones)
- ☐ Write in a conversational tone (AI understands it better)
 - ☐ Use question-and-answer sections (AI loves these)
 - ☐ Include helpful parent-centered content such as:
 - ☐ “How to Choose a Christian School in [City]”
 - ☐ “What Christian Schools Offer That Public Schools Don’t”
 - ☐ “What Parents Should Ask on a School Tour”
- ☐ Use clear headers (H2/H3 tags) that AI can interpret easily
- ☐ Updated Google Business Profile
- ☐ Genuine parent reviews
- ☐ Student and parent testimonials

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- ☐ Real campus photos and videos
- ☐ Clear mission and faith statement
- ☐ Accreditation badges (e.g. ACSI etc.)
- ☐ Staff bios showing expertise + heart

Checklist 2: 2026 Enrollment Funnel Optimization Checklist

Focus: Turning website visitors into inquiries, tours, and enrolled families.

- ☐ Clear “Schedule a Tour” button at the top
- ☐ Inquiry form is simple (no more than 5 fields)
- ☐ Instant confirmation email triggers automatically
- ☐ Follow-up text reminder sent within 24 hours
- ☐ Pre-tour email includes: map, parking, what to expect
- ☐ Post-tour sequence (3–5 emails) written & automated
- ☐ Testimonial video sent after the tour
- ☐ Easy next-step pathway for enrollment
- ☐ Teacher introduction video or welcome packet
- ☐ Automated re-engagement emails for cold leads

Checklist 3: 2026 Parent Communication & Engagement Checklist

Focus: Building trust through clear, consistent communication.

- ☐ Weekly parent email or update (simple + short)
- ☐ SMS reminders for events, tours, and deadlines
- ☐ Parent-focused pages

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- ☐ Monthly “Inside the School” recap
- ☐ Regular classroom highlights
- ☐ Faith-centered moments: chapel stories, prayer moments
- ☐ Personalized follow-up for inquiries
- ☐ Consistent voice across email, social, and website
- ☐ Quick response time target (24 hours)
- ☐ Clear communication style: warm, simple, helpful

Checklist 4: AI & Automation for Christian Schools Checklist

Focus: Reducing manual work and freeing staff to focus on ministry.

- ☐ Automated inquiry responses
- ☐ Automated tour confirmations
- ☐ Automated parent follow-up emails
- ☐ Open House RSVP landing page created with AI
- ☐ Fundraiser landing page generated
- ☐ AI-assisted newsletter writing
- ☐ AI-generated social content plan
- ☐ AI for job postings & staff announcements
- ☐ AI video script generator (for teachers or principals)
- ☐ School calendar synced to automated reminders

Checklist 5: Social Media Storytelling & Content Checklist (2026 Edition)

Focus: Building trust and visibility through authentic storytelling.

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- ☐ 3–5 weekly posts (short, real, meaningful)
- ☐ 1 short-form vertical video per week (10–30 sec)
- ☐ Stories showing real student life
- ☐ Teacher spotlight posts
- ☐ Parent testimonials
- ☐ Chapel or faith moments shared weekly
- ☐ Behind-the-scenes content
- ☐ Engagement prompts (“Ask a Teacher,” “Parent Q&A”)
- ☐ Automated posting schedule set
- ☐ Hashtag strategy defined

Checklist 6: Trust & Reputation-Building Checklist (AI + Google)

Focus: Strengthening your school’s credibility online.

- ☐ Google Business Profile fully updated
- ☐ 20+ current photos
- ☐ 5–10 new reviews each year
- ☐ Updated mission & values section
 - ☐ “Why Parents Choose Us” page on your website
 - ☐ Honest, real parent stories (not polished scripts)
- ☐ Student achievement highlights
- ☐ Alumni testimonials
- ☐ Staff bios with mission-driven messaging
- ☐ Faith-in-action stories (service projects, chapel, prayer)