

AWESOME MARKETING STRATEGIES

September

1. Set up an advisory committee and schedule meetings throughout the year. The committee could include local business people, parents, former students, city officials, state legislators, and others. Get some new members each year.
2. Send a press release to the school and local newspaper. Talk about FCCLA chapter plans and officers and/or advisory committee plans.
3. Send a letter to the parents of all FACS students along with a course outline and FACS Department information.
4. September is also Baby Safety Month, National Sewing Month, and National Chicken Month. (Go to www.adsources.com/IDEAS/Cal/index.htm for more suggestions for each month.)

October

1. Prepare displays in school and public places which depict the content of the curriculum.
2. Have a Homecoming Celebration in the Family and Consumer Sciences Department. Invite past graduates who live nearby and ask them to tell how FACS has helped them in their lives. Send out a news release prior to the event and follow-up with another press release with pictures.
3. Prepare a news release about any special plans for the year or new course offerings.
4. October is Health Literacy Month, National Chili Month, and National Domestic Violence Awareness Month. Child Health Day is also observed.

November

1. Highlight National Family Week (the week of Thanksgiving). Go to www.nationalfamilyweek.org for additional information. Invite parents and grandparents to a National Family Week reception. Make placemats for the elementary/middle school including family quotes, etc.
2. Invite school board members and state and federal legislators to the department. Ask students to share information they have learned. Work with students to prepare questions in advance.

December

1. Share consumer tips for Christmas budgeting and shopping and publish the ideas in the local paper.
2. December is Safe Toys and Gifts Month and Universal Human Rights Month.
3. December is a perfect time to focus on service learning projects with your FCCLA chapter. Involve students in community activities.

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January

1. Send a department newsletter to all staff in your building detailing department events and accomplishments and plans for the rest of the year.
2. Plan a "New Year's Resolution" display highlighting how students can assist at home to improve family life, diet, health, finances, relationships, and recreation.
3. January is Family Fit Lifestyle and Quality of Life Month and National High Tech Month. It also includes National Clean Off Your Desk Day.

February

1. Use radio/television PSAs (Public Service Announcements) before student registration for next year. Highlight student and department accomplishments. Focus on FCCLA.
2. Speak to local groups about the value of family and consumer sciences in addressing contemporary issues while teaching life skills.
3. Send letters to prospective students showcasing program offerings and detailing reasons to enroll next year.
4. February includes Family, Career, and Community Leaders of America Week and Career and Technical Education Week. It is also American Heart Month, National African America Heritage Month, and National Children's Dental Health Month.

March

1. Collect information about Family and Consumer Sciences careers and share with the guidance counselors.
2. Give tours of the department for prospective students and provide information about the department.
3. March is National Women's History Month, National Frozen Food Month, and National Talk With Your Teen About Sex Month. It also includes Read Across America Day which could lead to an FCCLA elementary school reading project.

April

1. Students could design a newsletter detailing special projects of the year and send it to school alums and former students.
2. Students could offer to speak at an assembly or to a community groups focusing on National Child Abuse Prevention Month.
3. April is Alcohol Awareness Moth, National Child Abuse Prevention Month and National Humor Month. It also includes United Nations World Health Day and National Youth Service Day.

May

1. Hold a graduation party for your senior students. Invite parents and friends and ask students to talk about what they have learned in FACS Education.
2. Write personal notes to parents about growth and learning you have observed in their sons/daughters.
3. May is Get Caught Reading Month, National Barbecue Month, National Egg Month, National Salad Month, and Older Americans Month.