

PR Template – Sample School Ambassador Business Card

Side 1

OurTown Christian School

1. We provide top-notch academics integrated with strong, unchanging Biblical truth.
2. We teach our children to be productive, contributing, responsible citizens.
3. We believe in a strong educational partnership between school, home and local church.
4. We employ professional Christian teachers with well-respected credentials.
5. We are a warm and caring learning centre, a place for children to feel secure.
6. We work hard to establish a strong community spirit.

Call our school (555) 555-5555 anytime to schedule a guided tour.

Side 2

OurTown Christian School

1. Isn't your school really expensive?

OTCS has a sliding, family rate tuition, which after a federal donation slip and a provincial tax credit, is very reasonably priced.

2. Do you have to be a certain denomination to apply?

OTCS is an inter-denominational Christian School. All Christian families desiring this type of education may apply.

3. Are the teachers qualified and professional?

OTCS employs professional Christian teachers with either provincial or state credentials.

4. Are students adequately prepared for public high schools/universities?

OTCS provides top-notch academics that meet or exceed Ontario Ministry of Education expectations.

5. Are students safe?

OTCS is a caring learning centre, with a strong emphasis on developing policies to ensure each student's safety during school hours.

Don't forget!!! - (put right beside the PR tip-maybe with a finger with a string tied around it)

Put your annual Christmas program in the local newspaper. Many papers have a free community events section if advertising money is short. Be sure to call the editor and ask for a reporter to come and cover the event (give them 1 month's notice!). As an extra project, make some flyers for your program, tape a candy cane to them and have your senior students do a "flyer-blitz" to your neighborhoods in closest geographical proximity to the school. Everyone loves to take in kids programs at that time of the year! Take advantage of that holiday spirit!