

Marketing Kit

FOR CATHOLIC SCHOOLS 2024-2025



Catholic Schools
United in Faith and Community

National Catholic Educational Association
www.NCEA.org/csw



Acknowledgements



The National Catholic Educational Association (NCEA) extends its sincere appreciation to the schools, parishes and dioceses that share their best practices and good news stories as they relate to Catholic school vitality and Catholic Schools Week (CSW).



Table of Contents

About This Kit	2
Content Marketing for Catholic Schools	3
Content Marketing Planning Guide	4
Storytelling Marketing for Catholic Schools	6
Storytelling Brainstorming	7
Marketing Channels Guide	9
Social Media Guide	13
Social Media Success Stories	16
About the CSW Logo and Theme	18
CSW Brand Guidelines	19
DCSW Daily Themes	20
CSW Daily Themes	23
CSW Poster Template	26
DCSW Liturgy Planning Guide	27
CSW Liturgy Planning Guide	31
Welcoming Families of All Cultures	35
Welcoming Families of All Faiths	36
List of Holy Days/Feast Days	37
Many Gifts, One Nation	38
Virtual Events Guide	39
CSW Tools and Templates	42



About This Kit

Effective marketing is essential to a Catholic school's success in today's competitive education environment. What you do to highlight your school's participation in National Catholic Schools Week (CSW) is only part of the effort. Your school's success depends on a year-round marketing program that builds support for your school and sells its unique benefits. A strong marketing plan will help retain current students; attract and welcome new students; encourage a sense of pride among staff and attract the best educators; foster community support to help drive development efforts and ensure that your school will continue to fulfill its mission of providing a faith-filled and academically excellent education to all.

The Marketing Kit for Catholic Schools for 2024-2025 includes the following:

- An overview of content and storytelling marketing—two marketing approaches effective in developing your school's year-round marketing strategy

- A guide to choosing marketing channels and creating a strong social media presence
- CSW information and resources for planning 2024 - 2025 CSW celebrations and liturgies
- Tips and how-to's for virtual events
- A list of further templates and resources found on the NCEA website

For more information and templates to help you get started please visit www.NCEA.org/csw

Any links or program recommendations included in this guide were researched earlier this year and are not guaranteed to be up-to-date or backed by NCEA. Always conduct your own research before using the recommendations found in this guide to be sure they are the right opportunities for your school.



Content Marketing for Catholic Schools

What is content marketing?

- Content marketing is a marketing approach that focuses on positioning your Catholic school as a guiding force by providing relevant, meaningful and accessible content that meets the needs of your identified audiences – not necessarily to promote your school but to stimulate interest in it and highlight your strengths.
- Content marketing takes place year-round, but can be particularly emphasized during Discover Catholic Schools Week in November and Celebrate Catholic Schools Week in January.

Who is my audience?

- Prospective families and educators
- Current and alumni families
- Community and parish members
- Donors

Why is content marketing important?

- Prospective parents research your school to see that it provides all of the academic and faith experiences they want for their children before reaching out to you.
- Prospective educators want to see that you truly live out the values you proclaim before joining your team.
- Current families are retained through reassurance of the impact your school is having on the lives of their children.
- Alumni families remain connected to the school by staying informed of new changes and events.
- Community and parish members form a connection to the school and your students by seeing the benefits your school offers to the young people of the community.
- Donors want to see how their gifts are making an impact on the lives and educations of students and families.



Step-by-Step Guide

Content Marketing Planning Guide

Follow the steps below to formulate your own content marketing plan! Use the questions outlined in each step to brainstorm, and see the upcoming page on Marketing Channels to evaluate the most effective channels to use in implementing the plan you create for your school.



STEP 1



Identify Your Audience:
Determine who you need to target to reach your goals.

- Who do you want to inspire and connect with through your marketing plan?
- Who will you recruit to help identify and connect with your audience? (Hint: Parish priest(s), students, office administrator, volunteers, parents...)
- Who do you need to engage to reach your target audience: alumni, grandparents, parishioners, potential volunteers, new community residents, private and public school supporters, business and other community leaders?

STEP 2



Craft Your Message:
Create a message that highlights your school's strengths.

- What are your school's key strengths?
- What does your school offer that other private or public schools don't?
- Why do families choose your school?
- What are you the most proud of in regards to your school?
- How does your school serve those seeking academic excellence, faith formation and service opportunities for their children?
- What is your message calling your audience to do?
- Will the message you have crafted resonate with your audience?



STEP 3



Create Informed and Actionable Goals:

Determine the results your content marketing campaign should accomplish and actions you can take to ensure they are achieved.

- What are one or two specific goals that you want to achieve over the next year: increase enrollment, improve retention, boost fundraising?
- How will you achieve these goals and objectives?
- Who will help you achieve them?

STEP 4



Determine Your Message Channels and Vehicles:

Identify which marketing channels are effective for the audience you want to target.

- What marketing channels have worked in the past: website, social media, email?
- What channels does your target audience prefer?
- Are you reaching your target audience on the channels you are currently using?
- Do you need to create a presence on a new channel?

STEP 5



Measure Success:

Select metrics that will help you assess the effectiveness of your campaign.

- How will you measure the success of your campaign: Facebook likes, X retweets, email open rate, student retention percentage, number of new students enrolled?
- How can you adapt your plan if objectives are not being met?



Storytelling Marketing for Catholic Schools

What is Storytelling Marketing?

- Storytelling marketing is a marketing approach that focuses on building connections through emotional and relatable stories that gain attention, build a sense of belonging and link your school to the values you share with your audience.



Why is Storytelling Marketing important?

- **Stories initiate genuine connections.**
Craft a story that is heartfelt and connects with readers on an emotional level. Draw readers in to learn more about your school. Share stories of your school family and faith community that readers can relate to.
- **Stories attract attention.**
Complement facts about graduates and enrollment information with emotional connection. Tell a story that readers can't forget. Put the spotlight on your school.
- **Stories communicate your passion.**
You are passionate about the mission of Catholic education, so share this with others. Compel readers to participate in your mission. Point out what makes your school different.
- **Stories unite Catholic schools nationally.**
The Catholic education system has an impact on almost 2 million students nationwide. Your school is a part of this national mission. Tell a story that connects your school to the thousands of others nationwide.
- **Stories demand engagement.**
Engage and encourage your readers to reflect and make connections with your school and students. Prompt your readers to share their connections to your story. Provide an opportunity for them to share their connections with you.



Storytelling Brainstorming

Reflect on these
questions as you
build your school's
narrative:



How did your school begin? What is its history?

1

Who is your school named after? How does the school embody the values and mission of this person/people?

2

What is your school's mission?

3

What are three values your school community emphasizes?

4

5

What are the three most distinguishing factors that set your school apart?

6

What do your students love the most about your school? What do their parents love? What do the staff love?

7

What is the impact your school has on its students and their families? On the community? On your parish?

8

What obstacles have your school or students had to face?

9

What are the most newsworthy events/items in your school community spanning the last three years? How have you overcome, grown from or built upon these events/items?

10

Who are the most effective storytellers in your school community? How can you emulate them in telling the story of your school? Include your pastor, parish group leaders, the PTA or other school-related groups.



Marketing Channels Guide

Use this guide to choose the marketing channels that will be the most effective for your year-round marketing strategy and CSW marketing efforts. Launch your marketing plan on one or multiple channels. Each target audience will be best targeted by different channels, so see which channels work the best for you and your school!

Online Communications

Email

Emails are the best form of communication for most target audiences. Be sure to send emails regularly with information that readers will find useful.

TIP: Choose the recipients of your emails based on the content or topic of the email. Create separate email lists for current parents, prospective parents, staff, etc.

TIP: Request current email addresses at the beginning of each school year and throughout the admissions season to keep your email lists up-to-date.

Ideas for Email Content:

- Current parents: Highlight student accomplishments, invitations to school events, weekly newsletter.

- Prospective parents: How to register, registration timeline, invitations to school tours and new student events.
- Invitations to school events, CSW activities + pictures of the students, highlight student accomplishments.

Blogs

Blogs are a great way to share your storytelling marketing message. Tell the story of your school to parents, teachers and community members.

TIP: Use the blog to interact with your readers. Allow them to leave comments and share their reactions to the stories you tell.

TIP: Ask many different people within your school community to contribute an article to the blog. Tell the stories of teachers, parents, administrators, students and parish members.

Ideas for Blog Content:

- Teachers: Share teaching ideas and tips, share the new programs being implemented in the classroom, share a heartfelt moment experienced with a student.
- Students: Write essays on various topics, share what they love about the school.



- **Parents:** Share why they chose Catholic school for their child(ren) or more specifically why they chose your school, share their personal testimonies or faith journeys.
- **Administrators:** Why they got involved with Catholic schools, share their goals in running the school.

Social Media

See the Social Media Guide on page 13 for general social media tips, an overview of popular social media platforms, content ideas and examples of top-performing Catholic school accounts.

Websites

Your website is where current and prospective members of your school community go for information. Be sure that it includes updated information, as well as content that showcases your students' Catholic school experience. If your school doesn't have a website or has one that is outdated, start here!

TIP: Include your values and mission statement on the homepage to emphasize your focus on them.

TIP: Link your social media channels from your website to urge visitors to check out the content you have posted on other channels.

TiP: Add photos of students and teachers and clergy and administrators. Photos catch the eye and interest of viewers better than any text. Even better is video!

Online Ads

Capture the attention of potential families by purchasing ads on popular platforms such as Google, Facebook and Instagram. These programs offer the ability to control your budget and choose who sees your ads.

TIP: Explore the opportunities available with Google Ads, Facebook Ads, Microsoft Advertising, Instagram Business, etc. Determine which platform is the most effective for your target audience and marketing budget.

School App

Create an app for your school. Connect with current parents and students with resources specific to them, and offer them the opportunity to communicate with you directly through the app.

TIP: There are multiple software services available for you to easily and cheaply create an app for your school without any coding necessary. Utilize the templates and color schemes they have available or design your own. A simple Google search yields multiple options to choose from based on your school's needs.

Ideas for App Capabilities:

- Send reminders about events or deadlines using push notifications
- Book parent teacher conference time slots
- Submit permission slips and student health information
- Message individual parents or students





Print and Display Materials

School Bulletin Boards

Grab the attention of school visitors with visually compelling displays throughout the school.

TIP: If you have multiple spaces for displays, highlight different programs, classes or values on each. Point out each display as you lead tours for prospective parents and explain why you chose to highlight the topic.

TIP: Allow students and parents to help create these displays. Incorporate their creativity with student-designed decorations and pictures of students.

Information Packets/Brochures

Attract the attention of prospective or potential parents with information on your school's academics, faith formation and student experience.

TIP: Partner with local business leaders and current parents to place your packet/brochure in their places of employment.

TIP: Mail this information to all families within the reach of your school. Evaluate the costs and benefits of this to determine if it is the right choice for your school.

Ideas for Information to Include in Packets/Brochures:

- Curriculum and educational philosophy
- Answers to frequently asked questions
- Reports on standardized test scores

- Tuition options
- Testimonials from parents and staff
- Contact information
- Registration information and timeline

School Signs

Generate interest in your school by creating signs with your school's name, logo and mission statement. Post these signs outside your school and parish Church.

TIP: Encourage families to place one of your signs in their front yards. Consider creating personalized signs for each family with the first names of their students to add a personal touch.

Merchandise/Apparel

Spread awareness about your school by creating merchandise to give away on social media or give and sell to students and families. Use your greatest proponents—students and their families—to share their experiences with your school when asked about their apparel. NCEA approved CSW merchandise is available at www.catholicschoolpride.com.

TIP: Create merchandise that students and families will truly use. You may have to spend a little extra, but it's worth ensuring that buyers or winners will wear or use them.

Ideas for Merchandise/Apparel: Sweatshirts, T-shirts, car stickers, baseball hats, pens, notebooks, frisbees, pop sockets, phone cases, blankets, party supplies such as plates, napkins and balloons.



Personal Engagement

Personal Contact

Create a genuine connection with current and prospective members of your school community by reaching out with individual and personalized content.

TIP: Follow-up with prospective parents after tours. Let them know that you enjoyed showing them your school and you are available to answer any post-tour questions they have. Also include information on how to register their children.

Ideas for Personal Contact:

Phone call, personalized email, handwritten postcard, in-person conversation.

School Ambassadors

Provide prospective families with a cohort of parents and students to answer their questions and provide them with additional resources. Choose families with experience in the school and provide their contact information to prospective parents.

TIP: Host a networking event before tours to connect current parents with prospective families.

TIP: Invite one or two of your parent advocates on tours to complement the information you offer with testimonies and first-hand experiences.

Open Houses and Tours

Showcase your school by offering tours and open houses for small groups of prospective parents. Explain what makes your school special and communicate the impact you have on the lives of your students and families. Highlight the academic, faith and service experiences available to your students.

TIP: Involve current students and parents on tours wherever possible. No one can tell the story of your school better than those who experience the impact of it firsthand.

Media Relations

News Media

Share your school's story and accomplishments with community members and potential families through the local media. Invite reporters to cover your events or submit your own concise, well-written articles.

TIP: Invite local media to school events for the community. Allow them to interview the event organizers to incorporate the mission of your school into the story. Showcase the students and the experience they have gained through the event.

Advertisements

Capture the attention of potential families and donors by creating ads and purchasing space in local printed media or time on TV or radio programs. Promote a message pertinent to the action you want those who see your ad to take, such as contact you for registration information or donate to your school.

Ideas for Advertising Platforms:

Radio, newspaper, TV, billboards, parish bulletin, social media.





Social Media Guide

General Social Media Tips

- Get to know each platform before you start using it. Each platform is a little different, so stay updated with the trends and uses of each one.
- Your profile is the face of your school—keep it updated and draw readers in with your profile picture and description. Include your mission and values in the header or bio.
- Include a link to the school's website as a source for additional information.
- Engage with your followers on each channel. Like other schools' and followers' posts, respond to their comments, and repost their content.
- Each platform has analytics capabilities. Explore the opportunities each offers for tracking how many people have seen your posts, engage with them, etc.
- Create a calendar to help manage your social media posts. Include each day of the week and which platform you will post on each day. Ensure that you post on each platform regularly.
- Post content that will resonate with your followers. Create a connection with them and provide the information they are looking for.
- Tag other people associated with your content. Connect your followers with them and provide them the opportunity to share your post on their own profiles.
- Use hashtags to expand the reach of your posts. Use them strategically to reach the audience you are trying to target and avoid overwhelming hashtags with millions of posts.
- All of your social channels are part of your brand and help to tell your story. Keep all of the social channels that you use consistent with the same name, brand and similar content slightly adjusted for each channel.
- Offer parents the opportunity to provide pictures for the school's social media. Parents take pictures at all school events, so take advantage of the opportunity to use the content they have already captured. Set this up using a shared Google Drive, a separate email address or functionality within your school's app or website.
- **Ideas for Social Media Content:** Parent recommendations/testimonies, school events, financial aid options, infographics, student achievements, interview the principal or members of the administration, highlight new programs or classes, introduce new staff members, showcase graduating students, event or school trip experiences, display how you're living out your mission and values, unique school programs, sporting achievements, scripture quotes or short prayers, saint feast days, charity work, sustainability efforts, how you're responding to welfare concerns such as bullying.



Facebook

Facebook is generally used for staying in touch with family and friends, as well as acquiring information about community businesses and events. Use it to share information about your school and school events, and start a conversation between current and prospective parents.



TIP: Take advantage of posting videos on Facebook. They continue to grow in popularity and see more engagement than text or photo posts.

TIP: Utilize Facebook Live to stream virtual events.

TIP: If you have a business Facebook account, change the settings to allow reviews to be shown. Invite current parents to write reviews of the school to be seen by prospective parents.

TIP: Create Facebook Events to invite participants to your events. Provide them the opportunity to RSVP directly through the platform and share the event with friends and family.

Facebook Content Ideas:

- Attach newsletters to posts
- Post links to articles written in the local media about your school

Instagram

Instagram boasts high quality visuals and concise captions. Use this platform to connect with younger generations, specifically those 35 and under. Create visually-stimulating photos that highlight your students and their accomplishments.



TIP: Instagram stories expire after 24 hours. Use stories to post time-sensitive information or highlight events as they happen, and use regular posts for other content. Facebook also has this 24-hour story capability.

TIP: Link your other social media accounts, namely Facebook, to your Instagram account to automatically post the same content to other platforms as well. To do this, link the accounts from the settings on Instagram.

Instagram Story Content Ideas:

- Create polls
- Use the question-and-answer feature to answer questions parents have
- Student takeovers





X

On X, you are able to post short snippets of text, photos, links and other media. With a character limit of 280, you must choose your words and links carefully.



TIP: Retweet other users' posts to provide your followers with fresh, new content and create a relationship with other users.

TIP: Include a pinned tweet on your profile. Make sure that it is one that generated attention when first posted and one that you want to showcase to new profile visitors.

TIP: Include visuals such as photos or videos to increase engagement with your tweets. X is focused on the text of your message, but visual components can direct more attention to it.

X Content Ideas:

- Trending events
- Breaking news
- Athletic event updates

LinkedIn

LinkedIn is social media's professional platform. Use it to connect with parents and stay connected to alumni. Keep your posts professional and save playful content for other channels.



TIP: Include a photo on your posts to increase engagement. Add a video of school events, students interacting with each other and teachers, award ceremonies, etc.

TIP: Explore who has viewed your profile and follow up with them to share more information about your school and invite them to a tour or other school event.

TIP: Introduce prospective parents to current parents within the platform. Allow them to form a connection and make plans to talk in person or on the phone.

LinkedIn Content Ideas:

- New teaching methods
- Updates on the Catholic education industry
- Highlight challenges or successes faced by Catholic schools

YouTube

YouTube is a video platform that can be used for videos of any length. Upload short school highlight videos as well as longer recordings of school events. Engage viewers by giving them a glimpse into your school community.

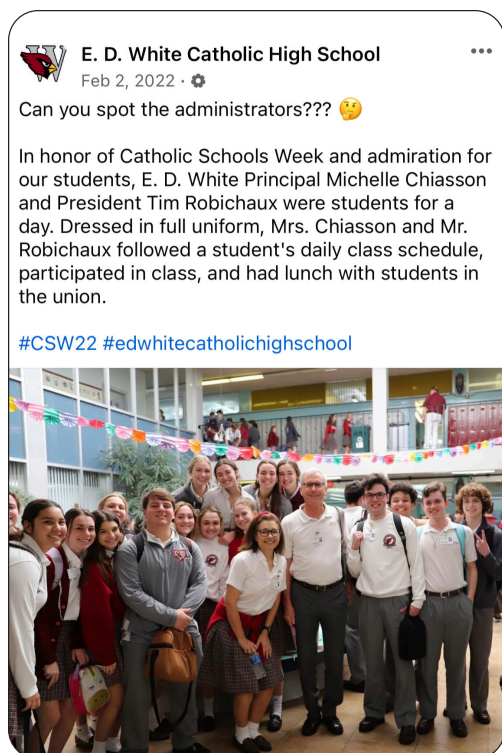


TIP: Create high-quality videos to increase engagement. Ensure that the visual and sound quality attracts viewers, not discourages them.





Social Media Success Stories



Facebook

- @visitationcatholic
Visitation Catholic School, Kewanee, IL
- @smsmd.org
St. Martin of Tours Catholic School, Gaithersburg, MD
- @notredamesj
Notre Dame High School, San Jose, CA
- @StRaymondSchool
St. Raymond School, Mount Prospect, IL
- @SMSVT
St. Michael School, Brattleboro, VT
- @conwellegan
Conwell-Egan Catholic High School, Fairless Hills, PA



Instagram

- @htsgeorgetown and @htslibrary
Holy Trinity School, Washington, D.C.
- @bmchsokc
Bishop McGuinness Catholic High School, Oklahoma City, OK
- @spscardinals
Saint Philip School, Greenville, RI



LinkedIn

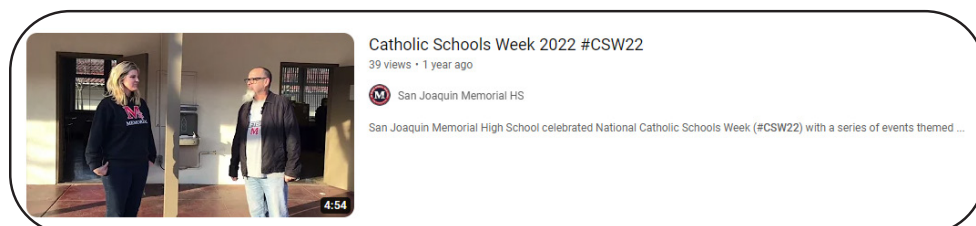
- Newman Catholic Schools, Wausau, WI
<https://www.linkedin.com/company/newman-catholic-schools-wausau>
- Resurrection Catholic School at the Cathedral, Kansas City, KS
<https://www.linkedin.com/company/resurrection-catholic-school-at-the-cathedral/>
- Saint Basil Academy, Jenkintown, PA
<https://www.linkedin.com/school/saint-basil-academy/>
- Cardinal O'Hara High School, Springfield, PA
<https://www.linkedin.com/school/cardinal-o'hara-high-school-springfield-pa/>

X

- @SartanX
St. Pius X High School, Albuquerque, NM
- @SmsgCrusaders
St. Michael-St. Gabriel, Indianapolis, IN
- @ScotusCC
Scotus Central Catholic High School, Columbus, NE
- @SaintJoeHigh
Saint Joseph High School, South Bend, IN

YouTube

- All Saints Catholic School, Manassas, VA
<https://www.youtube.com/user/allsaintsvaschool>
- Saint Bridget Catholic School, Richmond, VA
<https://www.youtube.com/c/saintbridgetrva/featured>
- Archmere Academy, Claymont, DE
<https://www.youtube.com/channel/UCmIbQoeD5PNLQuRhGFPDS4w/featured>
- Butler Catholic School, Butler, PA
<https://www.youtube.com/channel/UCaFu16b19D-uwplLsIUYobOA/featured>





About the CSW Logo and Theme

The Catholic Schools Week (CSW) 2023 – 2026 theme is “Catholic Schools: United in Faith and Community.” Catholic schools have an irreplaceable role in the Church’s evangelizing mission. Building on the central goal of Catholic schools to form saints, Catholic schools teach and embrace the whole person, body, mind and spirit. The fact that all members of a Catholic school community share the Christian vision of faith that Christ is the foundation of Catholic education is what unites the school as a faith-filled community.

While faith is the binding element in Catholic schools, the Church reiterates that parents are the first teachers of their children. Holding this tenet, Catholic school communities expand beyond the walls of school buildings to envelop the family as an integral part of the school community. Together, teachers, administrators, staff, students and parents fuel the light of faith by integrating culture with faith and faith with living.



Catholic Schools
United in Faith and Community



CSW Brand Guidelines

Catholic Schools: United in Faith and Community
January 26 – February 1, 2025

The following logo is available for Catholic schools to use, not only to brand their CSW celebrations and activities, but to incorporate into their year-round marketing activities. Catholic schools are encouraged to place the logo on their school website and marketing materials. For convenience, NCEA has partnered with Source One where schools can purchase DCSW and CSW products at www.catholicchoolpride.com.

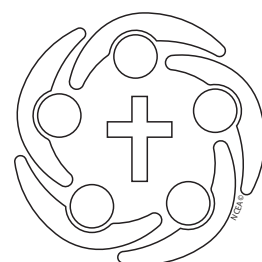
A variety of formats of the logo are available for download at www.NCEA.org/csw. The logo must be used in its entirety, without changes or deletions of any kind in design, color or any other element. The National Catholic Educational Association must be credited.



Catholic Schools
United in Faith and Community



Catholic Schools
United in Faith and Community



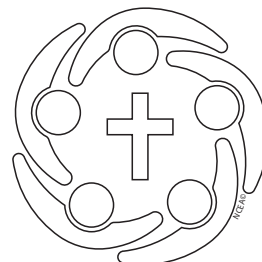
Catholic Schools
United in Faith and Community



Escuelas Católicas
Unidos en Fe y Comunidad



Escuelas Católicas
Unidos en Fe y Comunidad



Escuelas Católicas
Unidos en Fe y Comunidad

A Catholic school, arch/diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo without the prior written permission of NCEA. Please visit the [CSW Logos and Themes](#) webpage for a list of common acceptable usages and unacceptable usages of the logo. For any other request, please email nceatalk@ncea.org with the subject: CSW logo request for approval. Approved products with logo are available through Source One, www.catholicchoolpride.com.

www.ncea.org/CSWLogos



Daily Themes for Discover Catholic Schools Week:

November 17 – 23, 2024

Sunday: Discover Your Parish Family



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in the CSW celebration by devoting a Mass to Catholic education.

TIP: Even if you are not a parish school, reach out to local parishes to see if you can be part of a Mass during CSW. This is a great way to reinforce the shared commitment of faith and academics forming the whole child.

Ideas for Discover Your Parish Family:

- Host a meet and greet after each Mass in the parish center to share information about recent school projects.
- Have older students speak at Mass about their experiences in the school.
- Create a bulletin board in the church foyer for parish members to see. Include pictures of students, quotes from teachers and what parish members can do to get involved in the school.
- Have your school community participate in a week of Perpetual Adoration or host a Holy Hour of Adoration for your school.
- Showcase student-created exhibits illustrating various aspects of Catholic faith.

Monday: Discover Catholic School Students



Designate this day as a shadow day for prospective students and host a workshop-based open house in the evening. Allow students to discover the school in their own way. Consider dropping the formal school tour and focus on showcasing what makes your school stand out.

TIP: Involve current students in the planning of this event! They can give insight to what is most important when visiting a school and can showcase their leadership skills by leading events.

Ideas for Discover Catholic School Students:

- Have current students make a video about what they love about the school. Post it on social media and use it to connect with potential students during tours.
- Host a fair with mini-lessons and workshops; create a focused day that appeals to the interest of your prospective students such as “Music in the Classroom Day,” “Future Engineers Day,” or “Stepping Stones to College and Beyond Day.” Putting a meaningful title onto the day—instead of a vague “open house”—can set the tone for the event and build excitement.
- Provide T-shirts to prospective students with a saying such as “I’m a <insert your mascot here>” or another statement that is shared within your community. Steer clear of saying things like “future” or “prospective” as an active statement

means you already consider them a member of your community.

- Pair visiting students with current students who have similar interests and let your student ambassadors know to share any fun facts they discovered during the visit.

Tuesday: Discover Catholic School Parents



Parents are called to be partners in their children's education. Bring in experts, offer a platform for discussion and provide resources to parents that offer more than simply explaining the ins and outs of your admissions process.

TIP: Invite current parents and prospective parents to a special event geared to their interests. This allows prospective parents a glimpse into the relationship you share with current families and it is also a great retention tool.

Potential Themes for Discover Catholic School Parents:

- "Preparing your preschool child for elementary school (or elementary to middle, middle to high school)."
- "How to continue your student's education at home."
- "How to continue your student's religious education at home."
- "Screen time: how to thrive and survive."
- "Your child is known: excelling in the classroom."
- "Understanding today's homework expectations."
- "Students and anxiety."
- Remember, you are providing a story that is focused on the audience, with your school serving as the guide in the discussion. While you are not solely talking about your school and brand, your mission shines through and creates a community of belonging.

Wednesday: Discover Catholic School Educators



Catholic schools are great because of dedicated educators and administrators. By inviting teachers who have or will teach your students, you can learn what to anticipate, and teachers can learn what expectations will be set.

TIP: Invite teachers from feeder schools, peer schools and competitor schools to discover what happens in your community. This allows not only an opportunity for these educators to learn from your faculty and staff, but also it encourages interest and may attract top-notch educators to join your team.

Ideas for Discover Catholic School Educators:

- Set up an informal networking event in the evening for fellow teachers to build their professional learning networks.
- Host a professional development event focused on educator faith formation. Collaborate with other Catholic schools in your area and rotate the location each year.
- Host a Veterans Day flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media to cover the ceremony for your local news program or newspaper. Highlight any school faculty or staff members who have served.
- Invite local veterans to share their stories with your students. Encourage them to share their experiences and wisdom. Hold this event virtually if necessary.

Thursday: Discover Faith-Based Communities



Catholic schools are gathering places for families of all faiths. By inviting leaders of different faiths, you are opening up an opportunity for important discussion as well as building ambassadors in their communities to send children to your school.

TIP: Ask if you can visit their faith community as well, so you can grow in your own perspective and understanding.

Ideas for Discover Faith-Based Communities:

- Host an interfaith celebration and prayer service that celebrates and shares the differences and similarities of faiths.
- Have current students invite religious leaders to a breakfast or lunch. By witnessing your school community firsthand, faith leaders can work with you to form the entire child in mind, body and spirit.
- Incorporate lessons on other faith denominations into the academic curriculum. Allow students to engage in conversations about the similarities and differences between other faiths and their own.

Friday: Discover Catholic School Donors



Catholic school education is an investment. Families work hard to cover the cost of tuition because they value faith-filled and quality academic formation for their children. Many families rely on financial assistance, scholarship opportunities and development support in order to bridge the gap. Donors are essential to their success.

TIP: Use this as a step in a multi-layered advancement strategy. Follow up all meetings and introductions to current donors with thank-you notes, especially those who participated in Many Gifts, One Nation. Ask current donors to introduce you to potential donors.

Ideas for Discover Catholic School Donors:

- Make donors feel part of your community. People are more inclined to give when others are doing the same. By explaining how their single gift is leveraged by the support of others, people better understand the broader impact of their donation.
- Educate on the importance of philanthropic support. Many prospective donors do not understand that Catholic schools cannot thrive on tuition dollars alone. Donors need to be educated about the economic reality of the Catholic school as it relates to local and national financial constraints.

- Clearly and persuasively describe the need. In no more than three sentences, explain why your school is seeking a gift.
- Thank donors. When accepting gifts, ask donors to provide their names as they would like them published in your giving report. This is a personalized touch that shows you appreciate their contributions.
- Invite donors to a special school tour or school event. Pair them with students so that they can see the impact of their gifts directly from those who benefit from a Catholic education. Be sure all your donors know that Many Gifts, One Nation is January 29, 2025.

Saturday: Discover Catholic School Alumni



Catholic school alumni are living examples of your Catholic school product. Whether students have moved on to higher education or matriculated into the workforce, a large part of their formation and readiness was established in your school.

TIP: Although alumni may not be in the area, invite them to participate in virtual events. If they are planning to travel home for Thanksgiving, consider hosting an event the following week when they will be home to connect with them and nurture their continued relationship with your school.

Ideas for Discover Catholic School Alumni:

- Host an alumni versus current student sporting event such as a volleyball game or basketball game. Invite prospective students to watch!
- Ask alumni to record brief video testimonies as to what the experience in your school has done to prepare them for the next step. Use these videos at a future open house event and share on social media.
- Invite alumni to a social hour event to network and catch up.
- Invite alumni to share what they are doing now and how they believe a Catholic education made an impact in their lives. Create a newsletter for current families, include their answers in the parish bulletin or highlight them on social media.



Daily Themes for Celebrate Catholic Schools Week:

January 26 – February 1, 2025

Sunday: Celebrating Your Parish



Catholic schools benefit all year long from the religious guidance, prayers and support parishes provide. Many parishes join in CSW celebration by devoting a Mass to Catholic education. Schools start the week by inviting parishioners and community members to parish-centered events and school open houses that feature outstanding academic programs, religious education and service opportunities.

Ideas for Celebrating Your Parish:

- Involve students and teachers in the Sunday Mass by offering the readings or speaking.
- Invite families or groups of students to welcome parishioners as they arrive for the CSW Mass.
- Encourage random acts of kindness by distributing written prayers for others.

Monday: Celebrating Your Community



A central aspect of Catholic education is learning the importance of service to others. When students take part in service activities—both local and beyond—they demonstrate the values and faith they gain through their Catholic education and learn how to make the world a better place. When they observe how others serve the community, they gain an appreciation for how they can continue to serve others their entire lives.

TIP: Many schools have service hours and service projects already planned for the year. Don't have time to plan something else? Find a way to incorporate what you already do into your CSW celebration, such as an assembly that shares total service hours or other real-time updates, or recognize those who have gone above and beyond the minimum requirement.

Ideas for Celebrating Your Community:

- Donate educational materials for students in underserved communities.
- Host an awards assembly recognizing students and teachers who have demonstrated outstanding community service.
- Have students put together care packages to send to active duty military. If students or families in the school have active duty family members, create a package for them with personalized notes or other items.
- Write notes, make posters or decorate treat baskets to deliver to community leaders, local service organizations or local children's hospitals.
- Write notes, make posters or decorate treat baskets to deliver to neighbors and local businesses around the school. Thank them for being great neighbors!
- Host a dress-down day fundraiser, asking students to donate \$1 toward a Catholic charity or service organization to earn an out-of-uniform pass.
- Invite members of the community into the school for muffins or other appetizers, or a student-led tour or event. This is an opportunity for both community members to talk with students and students to interact with members of the community.

Tuesday: Celebrating Your Students



Schools celebrate students during CSW by planning activities that are enjoyable and meaningful for them and that recognize their accomplishments. They encourage students to reflect on the benefits of Catholic education and how, by learning, serving and leading, they will succeed throughout their lives.

TIP: All students contribute to your school in ways big and small. Share stories on your school's social media and/or website or create a special newsletter that recognizes current student accomplishments as well as alumni accomplishments. This is a great marketing tool for fundraising days like Many Gifts, One Nation.

Ideas for Celebrating Your Students:

- Line school halls with student work emphasizing the themes of CSW.
- Have a door decorating contest between classrooms. Set a theme for the friendly competition, and let students invoke their creativity and work with their teachers and each other to design and create the best classroom door decorations.
- Schedule times for older students to read aloud or partner on special projects with younger students.
- Have older students dress as saints and prepare skits to teach younger children about them. Consider having saint stations for groups of younger students to move between.
- Start a pen pal program with another Catholic school.
- Let your students show off their technology skills by creating videos to help promote the school.
- Share a list of colleges and universities at which your graduates matriculate.

Wednesday: Celebrating the Nation



The 7th annual Many Gifts, One Nation—the annual day of giving for Catholic schools—will take place on Wednesday, January 29, 2025.

On Celebrating the Nation day, students, families, educators and other Catholic school supporters communicate the value of Catholic education to

government leaders—local, state and national. Engage alumni from around the nation to participate in Many Gifts, One Nation. They share information with leaders on the significant contributions Catholic schools make to the nation and their role in preparing students to be good citizens. They pray for the nation and recognize all those who serve.

TIP: As Catholics, we believe that parents have the right to choose the appropriate education for their children, and that they should not be limited in exercising this right due to cost of education. Learn more about how your school can get involved in the conversation about parental and school choice issues at www.NCEA.org/publicpolicy.

Ideas for Celebrating the Nation:

- Participate in Many Gifts, One Nation. With the support of BetterWorld, stage your best fundraising event of the year.
- Share school news and events on social media platforms.
- Submit an article to diocesan and other local newspapers highlighting CSW events.
- Use Catholic school infographics (found in the Tools and Templates section) to share information about Catholic education.
- Invite local leaders to your school to share how their Catholic education prepared them for life.
- Host a flag raising ceremony. Invite members of the community, veteran parishioners and members of your local VFW post. Include both students and community members in the flag raising and the singing of the national anthem. Consider inviting members of the media to cover the ceremony for your local news program or newspaper.
- Write letters to local government officials to encourage them to issue proclamations in honor of CSW.

Thursday: Celebrating Vocations



By focusing on the themes of learning, serving and leading, Catholic schools prepare children to succeed by using their God-given talents to the fullest throughout their lives. CSW offers an opportunity for students to explore the many life paths that enable them to use their talents well in the service of God and others.

TIP: Teach students what a vocation is and how it relates to your school. This is a great opportunity to publicly educate others on and reaffirm your school's founding charism or tradition by sharing a brief history at an assembly or special event.

Ideas for Celebrating Vocations:

- Write letters of thanks to the priests, deacons, sisters and brothers (both past and present!) involved in your local schools and parishes.
- Invite your local priests to come concelebrate your school Mass.
- Host a "career day" where local professionals—both religious and non-religious—can share how their faith guides them in their work.
- Host a vocations awareness panel. Invite a priest, seminarian, brother, nun, married couple and single person to talk to students about their vocations and how they live out their faith through the vocation they have been called to.
- Encourage interviews of pastors, priests, sisters, brothers and deacons for the school newspaper or parish bulletin—focusing particularly on the topic of "discerning the call."
- Pray a novena to honor the patron saint of your school.

Friday: Celebrating Faculty, Staff and Volunteers



Teachers are the backbone of Catholic schools. On this day, schools honor teachers as well as administrators and staff who support the school in its important work, and thank the many volunteers who provide service.

TIP: Recognize an outstanding teacher by awarding him or her with the opportunity to attend a professional development event or conference such as the annual NCEA Convention. If the funds are not already allocated in the school budget, encourage parents, friends and alumni to contribute toward the cost of registration and accommodations. Look into acquiring Title II funding. The attendance of one teacher can have a great impact on the entire school, as they will return with ideas and reenergized motivation to share with the entire community.

Ideas for Celebrating Faculty, Staff and Volunteers:

- Hang a sign on each classroom door to recognize each teacher personally.

- Host a breakfast or offer a travelling "coffee cart" for teachers and administrators.
- Hold an assembly to recognize teachers and volunteers for their dedication and hard work.
- Invite parents and community members to your school to teach students practical life skills.
- Host a fun teacher versus student trivia contest.
- Invite parents to lead a creative project activity where each student can make something for their teacher or a staff member, or for their favorite teacher/staff member. Allow this to be a project for students to create something that reminds them of their teacher or staff member.

Saturday: Celebrating Families



Parents, guardians and other family members play a vital role in Catholic education. Not only do they choose to send their children to Catholic schools, they instill values and expectations for academic excellence in their children at home. We acknowledge the role of families as partners in Catholic education and celebrate their contributions to the success of our schools on the last day of CSW and all year long.

TIP: Many schools often seek tips on how to get parents involved in their school life. Families often want to be more involved, they just don't know how. The answer is simple: schools should provide clearly articulated, meaningful and impactful tasks. Be specific and share the results of their efforts. Let the success of your Catholic school be owned and shared amongst everyone!

Ideas for Celebrating Families:

- Celebrate academic excellence by hosting classroom visits for families and friends.
- Organize a family picnic or potluck.
- Create a large-scale family tree celebrating all the families in the school. Make a spiritual tree of baptisms, marriages and ordinations—including the name of the parishes where family members took these sacraments.
- Create a bulletin board or other display that highlights each family in the school. Include pictures, quotes or testimonies from each family or student.
- Host a family welcome night for new parish families to meet members of the school community.



Catholic Schools

United in Faith and Community

Discover Catholic Schools Week
NOVEMBER 17 – 23, 2024

Celebrate Catholic Schools Week (CSW)
JANUARY 26 – FEBRUARY 1, 2025

National Catholic Educational Association

www.NCEA.org/csw

#CSW2025



DCSW Liturgy Planning Guide

Use this guide to plan your liturgies for **Discover Catholic Schools Week 2024**. Use the opening Sunday liturgy notes to welcome parish members and school families to the DCSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the listed scripture readings and prewritten prayer intentions.

Opening Sunday Liturgy

Sunday, November 17, 2024
Thirty-Third Sunday in Ordinary time

First Reading: Daniel 12:1-3

But the wise shall shine brightly like the splendor of the firmament, and those who lead the many to justice shall be like the stars forever.

Responsorial Psalm: Psalms 16:5, 8, 9-10, 11
You are my inheritance, O Lord!

Second Reading: Hebrews 10:11-14, 18

But this one offered one sacrifice for sins, and took his seat forever at the right hand of God; now he waits until his enemies are made his footstool.

Gospel: Mark 13:24-32

Learn a lesson from the fig tree. When its branch becomes tender and sprouts leaves, you know that summer is near. In the same way, when you see these things happening, know that he is near, at the gates.

Universal Prayer

We lay our prayers before the Lord, who gives us strength, wisdom and courage.

We pray for our church leaders, that they are strengthened in their mission to guide us in bringing the salvation of Jesus to all. We pray to the Lord.

We pray for our world leaders, that their focus may always be on achieving justice for those they serve. We pray to the Lord.

We pray for our school leaders, that they remain courageous in their work to offer students everywhere the gift of a Catholic education. We pray to the Lord.

We pray for those in our communities that we strive to share the mission of Catholic schools with this Discover Catholic Schools Week, that they be receptive to our message and see the mission of Christ lived out in us. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Weekday Prayer Services

Monday, November 18, 2024

Optional Memorial of the Dedication of the Basilicas of Sts. Peter and Paul; Optional Memorial of the St. Rose Philippine Duchesne, Virgin

First Reading: Revelation 1:1-4; 2:1-5

Optional Memorial of the Dedication of the Basilicas of Sts. Peter and Paul; Optional Memorial of the St. Rose Philippine Duchesne, Virgin

Blessed is the one who reads aloud and blessed are those who listen to this prophetic message and heed what is written in it, for the appointed time is near.

Responsorial Psalm: Psalms 1:1-2, 3, 4 and 6

As Jesus approached Jericho a blind man was sitting by the roadside begging, and hearing a crowd going by, he inquired what was happening.

Gospel: Luke 18:35-43

Those who are victorious I will feed from the tree of life.



Universal Prayer

We call out to Jesus with our prayers, for we know he will answer with mercy.

For the students of our school, that they gain wisdom from their teachers, faith from their leaders, and virtue from their interactions with each other. We pray to the Lord.

For the wisdom to understand the teachings of Jesus and the Church. We pray to the Lord.

For the strength to follow God's commandments to the best of our ability. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Tuesday, November 19, 2024

First Reading: Revelation 3:1-6, 14-22

The victor will thus be dressed in white, and I will never erase his name from the book of life but will acknowledge his name in the presence of my Father and of his angels.

Responsorial Psalm: Psalms 15:2-3a, 3bc-4ab, 5
I will seat the victor beside me on my throne.

Gospel: Luke 19:1-10

Now a man there named Zacchaeus, who was a chief tax collector and also a wealthy man, was seeking to see who Jesus was; but he could not see him because of the crowd, for he was short in stature.

Universal Prayer

We bring our prayers before Jesus, our guide in the service of others.

For those who have not heard the saving words of Jesus, that they may hear his words of salvation and choose to live by them. We pray to the Lord.

For those who live their lives in the service of others, that they may be strengthened by the words and actions of Jesus, our perfect guide in all acts of charity. We pray to the Lord.

For our parents, that they set an example for us in faith, hope and charity. We pray to the Lord.

For us, that we open our hearts to the call of Jesus and accept him into our daily lives. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Wednesday, November 20, 2024

First Reading: Revelation 4:1-11

Worthy are you, Lord our God, to receive glory and honor and power, for you created all things; because of your will they came to be and were created.

Responsorial Psalm: Psalms 150:1b-2, 3-4, 5-6
Holy, holy, holy Lord, mighty God!

Gospel: Luke 19:11-28

I tell you, to everyone who has, more will be given, but from the one who has not, even what he has will be taken away.

Universal Prayer

Let us bring our prayers to our ever-living and unchanging God.

For the virtue of gratitude, that we may all see the blessings God has given us. We pray to the Lord.

For our teachers and all those who work tirelessly to bring about the success of our Catholic schools, that they be strengthened in their mission and persevere through the challenges before them. We pray to the Lord.

For all those with no one to pray for them today, that their needs be brought before our merciful God. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Thursday, November 21, 2024

Memorial of the Presentation of the Blessed Virgin Mary

First Reading: Revelation 5:1-10

Worthy are you to receive the scroll and break open its seals, for you were slain and with your Blood you purchased for God those from every tribe and tongue, people and nation.

Responsorial Psalm: Psalms 149:1b-2, 3-4, 5-6a and 9b

The Lamb has made us a kingdom of priests to serve our God.

Gospel: Luke 19:41-44

If this day you only knew what makes for peace—but now it is hidden from your eyes.

Universal Prayer

We lay our prayers before the Lord, who continually extends his mercy upon us.

For our parish family, that we support each other in the faith and work together to bring God's kingdom to earth. We pray to the Lord.

That God opens our eyes and allows us to become aware of the ways he reveals himself to us in our daily lives. We pray to the Lord.

For those struggling in their faith, that God provides the answers to their questions and calls them back to his loving arms. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Friday, November 22, 2024

Memorial of Saint Cecilia, Virgin and Martyr

First Reading: Revelation 10:8-11

Go, take the scroll that lies open in the hand of the angel who is standing on the sea and on the land.

Responsorial Psalm: Psalms 119:14, 24, 72, 103, 111, 131

How sweet to my taste is your promise!

Gospel: Luke 19:45-48

It is written, My house shall be a house of prayer, but you have made it a den of thieves.

Universal Prayer

We pray to God our Father, who guides us through this life to the next.

For those who support our schools with their monetary gifts, that they be blessed for their sacrifice. We pray to the Lord.

For the souls in purgatory, that they are soon accepted into the heavenly paradise that awaits us all. We pray to the Lord.

For the strength to resist the temptations of this world, that we always stay focused on God and our heavenly goal. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Saturday, November 23, 2024

First Reading: Revelation 11:4-12

These are the two olive trees and the two lampstands that stand before the Lord of the earth. If anyone wants to harm them, fire comes out of their mouths and devours their enemies.

Responsorial Psalm: Psalms 144:1, 2, 9-10

Blessed be the Lord, my Rock!

Gospel: Luke 20:27-40

They can no longer die, for they are like angels; and they are the children of God because they are the ones who will rise.

Universal Prayer

Let us pray in communion with all the saints in heaven and on earth.

For our Catholic school alumni, that they use their Catholic education to do the work of God and stay truth to the faith they have been taught. We pray to the Lord.

In thanksgiving for all the blessings God has bestowed upon us. We pray to the Lord.

For the patience to reach out to all we meet with mercy, just as Jesus does. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer





CSW Liturgy Planning Guide

Use this guide to plan your liturgies for **Celebrate Catholic Schools Week 2025**. Use the opening Sunday liturgy notes to welcome parish members and school families to the CSW kickoff Mass, and the weekday prayer services to unite students in prayer throughout the week. Weekday prayer services can be organized using the listed scripture readings and prewritten prayer intentions.

Opening Sunday Liturgy

Sunday, January 26, 2025
Third Sunday in Ordinary Time

First Reading: Nehemiah 8:2-4a, 5-6, 8-10

Ezra the priest brought the law before the assembly, which consisted of men, women, and those children old enough to understand.

Responsorial Psalm: Psalms 19:8, 9, 10, 15

Your words, Lord, are Spirit and life.

Second Reading: First Corinthians 12:12-30

As a body is one though it has many parts, and all the parts of the body, though many, are one body, so also Christ.

Gospel: Luke 1:1-4; 4:14-21

Jesus returned to Galilee in the power of the Spirit, and news of him spread throughout the whole region. He taught in their synagogues and was praised by all.

Universal Prayer

We bring our prayers to our heavenly Father, the rock of our salvation.

That God reveals the plan he has for each of our lives and sends his Holy Spirit to guide us on our journeys. We pray to the Lord.

For unity among Christianity and all churches. We pray to the Lord.

For the students, families, faculty, staff and friends of Catholic schools, that they work towards evangelization in addition to education that will build the Kingdom of God. We pray to the Lord.

For our church and world leaders, that they embody the values of servant leadership. We pray to the Lord.

That our church and school may be places of safety and comfort for all. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Weekday Prayer Services

Monday, January 27, 2025

Optional Memorial of Saint Angela
Merici, Virgin

First Reading: Hebrews 9:15, 24-28

For Christ did not enter into a sanctuary made by hands, a copy of the true one, but heaven itself, that he might now appear before God on our behalf.

Responsorial Psalm: Psalms 98:1, 2-3ab, 3cd-4, 5-6

Sing to the Lord a new song, for he has done marvelous deeds.

Gospel: Mark 3: 2-30

If a kingdom is divided against itself, that kingdom cannot stand. And if a house is divided against itself, that house will not be able to stand.

Universal Prayer

We bring our prayer before Jesus, our perfect healer.

That we may spread the good news with excitement and zeal, just as those who were healed by the power of Jesus during his ministry. We pray to the Lord.

For our holy father, Pope Francis, our bishops, priests, and all those who shepherd God's church. We pray to the Lord.

For those in our community who battle physical and mental health struggles. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Tuesday, January 28, 2025

Memorial of Saint Thomas Aquinas,
Priest and Doctor of the Church

First Reading: Hebrews 10:1-10

Since the law has only a shadow of the good things to come, and not the very image of them, it can never make perfect those who come to worship by the same sacrifices that they offer continually each year.

Responsorial Psalm: Psalms 40:2 and 4ab, 7-8a, 10, 11

Here am I Lord; I come to do your will.

Gospel: Mark 3:31-35

Here are my mother and my brothers. For whoever does the will of God is my brother and sister and mother.

Universal Prayer

We bring our prayers to Jesus, our good and gracious savior.

For Catholic school students everywhere, that they gain the wisdom and strength to use all that they've learned to do the work of God. We pray to the Lord.

That we all present our lives to the Lord and give ourselves up in service of his work. We pray to the Lord.

For understanding, that we may all realize the great gift of the suffering and death of Jesus in achieving salvation for all. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Wednesday, January 29, 2025

First Reading: Hebrews 10:11-18

For by one offering he has made perfect forever those who are being consecrated.

Responsorial Psalm: Psalms 110:1, 2, 3, 4

You are a priest for ever, in the line of Melchizedek.

Gospel: Mark 4:1-20

A sower went out to sow. And as he sowed, some seed fell on the path, and the birds came and ate it up. Other seed fell on rocky ground where it had little soil. It sprang up at once because the soil was not deep.

Universal Prayer

Let us bring our prayers to our loving heavenly Father.

For our nation, that we may all join together to achieve unity and equality for all. We pray to the Lord.

For our nation's leaders, that they continually strive for justice and work tirelessly to maintain the ideals we fought for. We pray to the Lord.

For faith, that we may see the church through the eyes of children. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Thursday, January 30, 2025

First Reading: Hebrews 10:19-25

Let us hold unwaveringly to our confession that gives us hope, for he who made the promise is trustworthy.

Responsorial Psalm: Psalms 24:1-2, 3-4ab, 5-6

Lord, this is the people that longs to see your face.

Gospel: Mark 4:21-25

Is a lamp brought in to be placed under a bushel basket or under a bed, and not to be placed on a lampstand?

Universal Prayer

Let us bring our prayers to the Father, confident that he will hear and answer us.

For our priests and other church leaders who continue the work of Jesus, that they be strengthened in their mission. We pray to the Lord.

That all young people have access to an education so that they can reach their full potential. We pray to the Lord.

That we may all hear the call of God and have the courage to accept our vocations. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Friday, January 31, 2025

Memorial of Saint John Bosco, Priest

First Reading: Hebrews 10:32-39

Remember the days past when, after you had been enlightened, you endured a great contest of suffering.

Responsorial Psalm: Psalms 37:3-4, 5-6, 23-24, 39-40

The salvation of the just comes from the Lord.

Gospel: Mark 4:26-34

It is like a mustard seed that, when it is sown in the ground, is the smallest of all the seeds on the earth. But once it is sown, it springs up and becomes the largest of plants and puts forth large branches, so that the birds of the sky can dwell in its shade.

Universal Prayer

We pray to Jesus, who gives us courage to endure all tribulations.

For all members of our global community who work for justice and peace. We pray to the Lord.

For our teachers, that they be guided by the perfect example of Jesus to share their wisdom and become loving role models in service of their students. We pray to the Lord.

For all those facing oppression and injustice. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer

Saturday, February 1, 2025

First Reading: Hebrews 11:1-2, 8-19

Faith is the realization of what is hoped for and evidence of things not seen.

Responsorial Psalm: Luke 1:69, 70-72, 73-75

Blessed be the Lord the God of Israel; he has come to his people.

Gospel: Mark 4:35-41

Leaving the crowd, they took Jesus with them in the boat just as he was. And other boats were with him. A violent squall came up and waves were breaking over the boat, so that it was already filling up.

Universal Prayer

Let us bring our prayers to the Son of God, our shepherd.

For all those who have suffered persecution for the faith, that they are welcomed into heaven with open arms when their time comes. We pray to the Lord.

For all families of Catholic School students, that they support the mission of Catholic education and grow in their faith through their experiences in the schools. We pray to the Lord.

That we may all follow the example of the saints who have gone before us. We pray to the Lord.

(Add prayers that are specific to your community)

Lord's Prayer



Welcoming Families of All Cultures

Catholic schools serve students from a variety of cultural and ethnic backgrounds. In addition to welcoming students of all cultures, Catholic schools can celebrate and learn from the various cultural traditions all groups bring to the community of faith. Here are some suggested tips to welcome families of all cultures into school liturgies:

- Include a flag procession at the start of Mass, during which time students carry flags or banners representing their heritage. Place the banners behind the altar.
- Incorporate hymns and readings in different languages. Invite students, teachers and families to offer the reading in languages other than English. Include an English version in the program or on a projected screen.
- Offer Prayers of the Faithful in multiple languages. Some schools offer several prayers, each in a different language, other schools offer the same prayers in English as well as a second language such as Spanish.
- Offer special liturgies on the feast days of patrons and other important saints of various cultures.
- Learn about customs and traditions such as Los Matachines, a traditional religious dance to honor Our Lady of Guadalupe and find ways to incorporate the tradition into a school community event.
- Invite priests from different parishes to serve as celebrants at various celebrations (or Masses) throughout the year and ask them to speak about the cultural aspect of their parish communities.
- Encourage families to attend school liturgies and offer refreshments after Masses to foster relationships.



Welcoming Families of All Faiths

Catholic schools are faith communities. While Catholic schools, as an extension of the Church, emphasize Catholic teachings, virtues and traditions, we also value diversity and respect for those of all faiths. Here are some suggested tips to welcome families of all faiths into school liturgies:

- Because all students attend and experience prayer, Mass and religious classes, Catholic schools should also educate students on the meaning of each aspect of the school liturgy and explain why it is important to the Catholic faith. Explain how students of other faiths can participate respectfully, such as crossing their arms for a blessing instead of receiving Communion.
- Let non-Catholic parents know when you will be having a school liturgy and encourage them to participate as guests. If the liturgy surrounds a specific holy day or saint feast day, tell them so they may continue the conversation at home to compare or contrast their religious differences.
- Emphasize how the liturgy is more than a Catholic religious practice; that it focuses on deepening personal relationships with Jesus Christ and helps develop a greater understanding between Christian churches.
- Encourage questions and facilitate dialogue. Offer a discussion group time after liturgy for non-Catholic students to learn more about the Catholic faith traditions.
- Invite faith leaders from the community to celebrate an interfaith celebration annually. Have students invite their religious leaders to a breakfast to connect the Catholic school community with their faith community.

A List of Holy Days/Feast Days 2024-2025



September 2024

Month of Our Lady of Sorrows

- 5 St. Teresa of Calcutta
- 8 Nativity of the Blessed Virgin Mary
- 11 Patriot Day (Anniversary of Terrorist Attacks on America)
- 17 St. Robert Bellarmine
- 23 St. Pio of Pietrelcina (Padre Pio)
- 26 Sts. Cosmas and Damian
- 27 St. Vincent de Paul
- 28 St. Lorenzo Ruiz
- 30 St. Jerome

October 2024

Month of the Holy Rosary

- 1 St. Therese of Lisieux
- 2-4 Rosh Hashanah
- 4 St. Francis of Assisi
- 5 St. Faustina Kowalska
- 6 St. Bruno
- 11 St. John XXIII
- 11-12 Yom Kippur
- 19 St. Martin de Porres
- 22 St. John Paul II
- 24 St. Anthony Mary Claret
- 28 Sts. Simon and Jude
- 31 St. Alphonsus Rodriguez

November 2024

Month of the Souls in Purgatory

- 1 All Saints Day
- 2 All Souls Day
- 3 St. Martin de Porres
- 9 St. Elizabeth of the Trinity
- 12 St. Josaphat
- 13 St. Frances Xavier Cabrini
- 15 St. Albert the Great
- 16 St. Margaret of Scotland
- 17-23 Discover Catholic Schools Week
- 21 Presentation of the Blessed Virgin Mary
- 22 St. Cecilia
- 28 Thanksgiving
- 30 St. Andrew

December 2024

Month of the Immaculate Conception

- 1 Advent Begins
- 3 St. Francis Xavier

- 6 St. Nicholas
- 7 St. Ambrose
- 9 Solemnity of the Immaculate Conception of the Blessed Virgin Mary
- 12 Our Lady of Guadalupe
- 13 St. Lucy
- 14 St. John of the Cross
- 24 Jubilee Year 2025 begins - Holy Doors open
- 25 Nativity of the Lord - Christmas Day
- 25 - January 2 Chanukah
- 26 St. Stephen
- 27 St. John the Apostle
- 28 Holy Innocents
- 29 Feast of Holy Family and Jubilee Year celebration of Jubilee 2025

January 2025

Month of the Holy Name of Jesus

- 1 Solemnity of Mary, Mother of God
- 4 St. Elizabeth Ann Seton
- 5 Epiphany of the Lord
- 12 Baptism of the Lord
- 17 St. Anthony the Great
- 20 St. Fabian and St. Sebastian
- 21 St. Agnes
- 22 St. Vincent Pallotti
- 24 St. Francis de Sales
- 26 - February 1 National Catholic Schools Week
- 29-30 Many Gifts, One Nation - Catholic schools 24-hour fund-raising opportunity
- 31 St. John Bosco

February 2025

Month of the Holy Family

- 1 St. Brigid of Ireland
- 2 Presentation of the Lord
- 5 St. Agatha
- 6 St. Paul Miki and Companions
- 8 St. Josephine Bakhita
- 14 St. Cyril and St. Methodius
- 19 St. Lucy Yi Zhenmei
- 22 Chair of St. Peter
- 27 Blessed Hyacinth-Marie Cormier
- 28 St. Hilary of Poitiers
- 29 St. Oswald

March 2025

Month of Saint Joseph

- 3 St. Katharine Drexel
- 4 Shrove Tuesday
- 5 Ash Wednesday - Lent Begins
- 7 Sts. Perpetua and Felicity
- 8 St. John of God
- 17 St. Patrick
- 19 St. Joseph
- 24 St. Óscar Romero
- 25 Annunciation of the Lord
- 27 St. John Damascene
- 31 St. Benjamin

April 2025

Month of the Blessed Sacrament and the Holy Spirit

- 3 St. Richard of Chichester
- 4 St. Isidore of Seville
- 11 St. Stanislaus
- 13 Palm Sunday
- 17 Holy Thursday
- 18 Good Friday
- 19 Holy Saturday
- 20 Easter Sunday - Resurrection of the Lord
- 22-24 NCEA 2025 Convention in Orlando, FL
- 22-30 Passover
- 23 St. George
- 25 St. Mark the Evangelist
- 28 St. Peter Chanel
- 29 St. Catherine of Siena
- 30 St. Pius V

May 2025

Month of the Virgin Mary

- 1 St. Joseph the Worker
- 5 Blessed Ceferino Giménez Malla
- 11 St. Ignatius of Laconi
- 13 Our Lady of Fatima
- 22 St. Rita of Cascia
- 25 St. Bede the Venerable
- 26 St. Philip Neri
- 27 St. Augustine of Canterbury
- 29 Ascension Thursday
- 30 St. Joan of Arc
- 31 Visitation of the Blessed Virgin Mary

June 2025

Month of the Sacred Heart

- 1 Ascension Sunday
- 5 St. Boniface
- 6 St. Norbert
- 8 Pentecost Sunday
- 9 St. Ephrem the Syrian
- 13 St. Anthony of Padua
- 19 St. Romuald
- 22 Corpus Christi Sunday
- 24 Nativity of St. John the Baptist
- 27 Most Sacred Heart of Jesus
- 28 Immaculate Heart of Mary
- 29 Sts. Peter and Paul
- 30 St. Paulinus of Nola

July 2025

Month of the Precious Blood

- 3 St. Thomas the Apostle
- 11 St. Benedict of Nursia
- 12 Sts. Louis and Zélie Martin
- 14 St. Kateri Tekakwitha
- 15 St. Bonaventure
- 22 St. Mary Magdalene
- 25 St. James the Apostle
- 26 Sts. Joachim and Anne
- 29 St. Martha
- 31 St. Ignatius of Loyola

August 2025

Month of the Immaculate Heart of Mary

- 1 St. Alphonsus Liguori
- 3 St. Lydia
- 6 Transfiguration of Our Lord
- 9 St. Teresa Benedicta of the Cross (Edith Stein)
- 10 St. Lawrence
- 11 St. Clare of Assisi
- 13 St. Martin de Porres
- 14 St. Maximilian Kolbe
- 15 Assumption of the Blessed Virgin Mary
- 20 St. Bernard of Clairvaux
- 23 St. Rose of Lima
- 24 St. Bartholomew the Apostle
- 27 St. Monica
- 28 St. Augustine of Hippo
- 30 St. Jeanne Jugan
- 31 St. Aidan of Lindisfarne



MANY GIFTS ONE NATION DAY OF GIVING



Coming Wednesday, January 29, 2025

Imagine the energy of one day where students, parents, teachers and community members come together for one shared purpose: giving back to our Catholic schools.

The seventh annual **Many Gifts, One Nation** returns to Celebrate Catholic Schools Week! In partnership with BetterWorld, join the National Catholic Educational Association (NCEA) as we Celebrate Our Nation with a 24-hour day of giving for Catholic schools!

Participate in Two Easy Steps

- **Create:** Customize your school's year-round giving portal at betterworld.org/nceagiving
- **Collect:** All funds donated to Catholic schools from Wednesday, January 29, 8 AM ET through Thursday, January 30, 8 AM ET will be counted toward **Many Gifts, One Nation**

Learn More

www.NCEA.org/ManyGifts

"Yours is a great gift to the Church, a great gift to your nation."

- St. John Paul II, 1987, to an audience of Catholic educators in New Orleans



betterworld

How To: Virtual Events

Tips for Virtual Events:

- Many events can be streamed from a phone. There is often no need to buy a special camera or other equipment if you have access to a high-quality phone. But, be sure to hold the phone steady or buy a tripod to set the phone in to ensure that you are streaming quality video.
- Before the event, test your equipment and internet connection. If possible, have a test event with a few trusted parents or staff members to ensure that your video streams clearly, your microphone is clear and free of background noise, and you are comfortable using the streaming platform.
- Remind participants of the event more often if it is virtual than if it is in person. When events are held virtually, it is easier to forget about an event or prioritize something else over it. Send initial emails and social media posts about a week in advance, and reminder emails and posts 1-2 times leading up to the event.
- In addition to making the event link available to participants, livestream the event on your social media pages. YouTube, Facebook, Instagram, LinkedIn and X all have the capability for live video streaming. Choose to livestream on the platform(s) that those you hope to reach are active on.
- Attention spans are shorter for virtual events. Do your best to keep participants engaged, but also consider shortening events when they are hosted online.
- Brainstorm ways to keep participants engaged throughout the event. Some ideas include asking interactive questions, taking breaks, playing short games, breaking into small groups in breakout rooms, facilitating conversations in the chat box, etc.
- Set up the event so the host can mute participants if necessary. Some participants struggle to know how to mute themselves or don't realize when they have a lot of background noise.
- If you are hosting an event with responses or multiple people talking at a time such as a rosary or sing along, consider being sure that every participant is muted. Although only the leader will be heard, it will prevent overwhelming the sound on all participants' computers and the lag that is inevitable.
- If you are holding Q&A sessions or discussions in breakout rooms, be sure to provide or designate someone to moderate the conversation. Periods of awkward silence and participants talking over each other is easier to control if someone is clearly leading the conversation.





Tips for Virtual Tours:

- Organize the virtual tour the same way you would one in person. Showcase the same aspects of your school and show the classrooms and resources that parents most often ask about. Save time for a Q&A session for parents to ask about the things they want further information on.
- If you are able, host virtual tours for small groups of prospective parents. Group parents based on the ages of their children and emphasize the programs and opportunities available for their children specifically. Walk through the building to show and talk through what a day would look like for their child at your school.
- Follow up with participants to see if they have any further questions after the event by reaching out to them with a friendly email or phone call. Create a personal connection with them just as you would have if they came in person. Invite them to come and visit your school in person when they are able.
- Show videos of students from past years. Emphasize the experiences your students are offered in addition to excellent education. Invite students to talk about what they love about the school or do a presentation on a certain program, class or teacher that made an impact on their lives.
- Realtors create virtual tours and stage houses for a living. Partner with a local realtor for tips and assistance in creating virtual showcases for your school.
- Consider creating a gallery of photos on your website. Include pictures of your school and of your students. Consider also creating a virtual tour video that is available on your website at all times.
- Be sure to archive your tours on your school website and share them on social media.



Event Ideas for Current and Prospective Students and Families:

- Faith-building events: rosary, Mass, adoration, morning prayer services.

TIP: See the Liturgy Planning Guide for DCSW and CSW daily prayer service guides

- Tea with parents or pets: Have each student bring their mom, dad or pet(s) to the virtual meeting along with donuts, muffins, juice, pet treats, etc.
- Games/competitions: Bingo, Pictionary, Charades, brain teasers
- Read books or Bible stories
- Virtual field-trips: museums, aquariums, visits to foreign cities, other attractions

TIP: Visit the websites of many popular attractions to find videos, live cameras or other virtual experiences.

- Take virtual rides of Disney's most popular rides
- Take a virtual hike of the Great Wall of China
- Virtually explore Yellowstone National Park <https://www.yellowstone.org/visit-yellowstone-virtually/>
- View the webcams of the Georgia Aquarium
- Utilize Google Arts and Culture to virtually visit museums, foreign ruins, etc. <https://artsandculture.google.com/>

TIP: Many organizations have created new virtual resources for educational purposes during the time of the pandemic. A simple Google search yields countless opportunities for virtual exploration.

- Movie or TV show viewings.

TIP: Research the permissions required for showings of specific movies and shows.

- Virtual show and tell: Have each teacher or student plan to show one of their hobbies or something they love about their homes or families.
- Virtual gym class contests: jumping jacks, hula hoop, push-ups, jump rope.
- Puppet show.
- Student presentations: Have each student prepare a short presentation on a topic of their choosing or an animal, foreign city, Church teaching, saint, etc.
- Pen Pals: Match students with a fellow student, parish member or staff person; encourage them to send letters back and forth to both stay in touch or get to know each other and learn how to write and send letters.
- Demo science experiments.
- Parent-teacher conferences.

Event Ideas for Showcasing Your School:

- Webinars highlighting a certain program or aspect of your school: Examples include your faith-formation programs, your focus on STEM, your service opportunities, etc.
- Virtual tours.
- Parent or teacher Q&A: Have parents or teachers available to answer the questions of prospective parents.
- Student presentations: Have students prepare short presentations on what they love about your school or how your school has made an impact on their lives; consider also inviting alumni to do the same.

Tools & Templates

FOR CATHOLIC SCHOOLS 2024-2025



Catholic Schools
United in Faith and Community

National Catholic Educational Association
www.NCEA.org/csw



CSW Tools and Templates

Tools and Templates Online at
www.NCEA.org/csw

Year-Round Marketing

- Catholic School Strategic Year-Round Marketing Guide
- Catholic School Infographic (English and Spanish Versions)
- Sample Announcement – Open House
- Calendar of Holy Days and Feast Days
- Infographic: A Dozen Reasons to Choose Catholic Schools
- Sample News Release
- Sample Open House Planning Sheet
- Marketing Channels Guide
- Social Media Guide
- Virtual Events Guide

Catholic Schools Week

- Sample CSW Social Media Posts
- Sample Press Release for CSW Events
- Sample Certificate of Student Achievement
- Sample Certificate of Volunteer Appreciation
- Sample Letterhead for Dual Branding
- Sample Letter from Students to Parishioners
- Sample Letter to Government Officials
- Sample Letters from Pastor and Principal
- Sample Letters to Community Members
- Template for CSW Calendar Events Listing
- Sample Media Advisory
- Sample Postcard and Flyer
- Sample Thank You Letter to Speakers and Volunteers
- Printable Posters

Hispanic and Latino Outreach Tools and Templates:

- Infographic: A Dozen Reason to Choose Catholic Schools (Spanish version)

Liturgy Guide Tools and Templates:

- DCSW Liturgy Guide
- CSW Liturgy Guide
- CSW Daily Prayer Suggestions
- Catholic Social Teaching Monthly Theme Suggestions
- Sample: Prayer of the Faithful

A digital version of the Marketing Kit for Catholic Schools with special sections for year-round marketing, Catholic Schools Week, liturgy planning and Hispanic/Latino outreach at www.NCEA.org/csw

Sample Celebrate CSW Social Media Posts

Catholic Schools Week 2025

Social Media for Catholic Schools



Catholic Schools
United in Faith and Community

SOCIAL MEDIA IS AN INTEGRAL PART of any schools' outward presence, especially during National Catholic Schools Week (CSW)! The stories you share are amplified by social media reach, creating an ideal method of spreading the good news of Catholic education. Research shows that social media chatter about Catholic education peaks during CSW.

Whether it's by posting a daily message, picture or video, share what your school has to offer to the community. What are you celebrating? How are you celebrating? With whom are you celebrating? Take a selfie with the parish priest, student body or faculty members. Express why your school is thankful to be celebrating CSW.

Pro Tip: Use pictures or video in all of your posts – not only does it increase engagement, it's a great way for others to visualize how you are celebrating.

Don't forget to tag National Catholic Educational Association on Facebook and @NCEATalk on Twitter. And finally, be sure to use #CSW2025 in every post!

Here are some suggestions for posts through the week:

Sunday, January 26: Celebrating Your Parish

- Today at <INSERT SCHOOL NAME> we celebrated our Parish by devoting a Mass to Catholic education! [Our students represented us by wearing their uniforms to mass and thanked the parishioners for their support.] #CSW2025
- We kicked off Catholic Schools Week with a Children's Mass on Sunday morning. It's such a joy to celebrate with our church parishioners, too! Our school choir sang and students participated in the Liturgy of the Word and brought up the gifts. #CSW2025

Monday, January 27: Celebrating Your Community

- <INSERT SCHOOL NAME> Celebrated our Community with a school-wide service project. [Students collected gifts for the homeless and packed "Caring Car Packs" with the items. The packs are being sold all week to distribute to homeless across our area. The money raised from the packs will be donated to a local food bank.] #CSW2025.
- On Monday, students from <INSERT SCHOOL NAME> spent time volunteering at the [Feed My People Food Bank] as part of Catholic Schools Week! It was a great way for the students to display the importance of serving in our community! #CSW2025

Tuesday, January 28: Celebrating Your Students

- Happy Student Appreciation Day! Without our children—the heart of <INSERT SCHOOL NAME>—where would we be? Our students got to wear their PJs to school, enjoyed a movie and popcorn in class, and zero homework! What a terrific way to wrap up Catholic Schools Week. #CSW2025
- In honor of Celebrating our Students, <INSERT STUDENT NAME> is the honorary principal for the day! I wonder what rules [he/she] will implement for [his/her] fellow students? #CSW2025



Wednesday, January 29: Celebrating the Nation

- This is the day of Many Gifts, One Nation. Your marketing efforts can pay off during this 24-hour fundraiser.
- So many teachers, parents and alumni of <INSERT SCHOOL NAME> are products of Catholic education themselves! This week we've been asking everyone to share pictures of their Catholic school days and celebrate their Catholic school spirit during #CSW2025.
- Our students wrote letters to their State Representatives explaining what Catholic schools mean to them and why it's important. #CSW2025.

Thursday, January 30: Celebrating Vocations

- We celebrated Vocations today by inviting our school priest to concelebrate our school Mass. #CSW2025
- Celebrate future vocations! Our students dressed up for their future careers. #CSW2025
- Hear from Sisters & Fathers who will be speaking with <INSERT SCHOOL NAME> students during #CSW2025 about their calling to serve.

Friday, January 31: Celebrating Faculty, Staff and Volunteers

- Students and parents came to school today with an abundance of sweet blessings for our teachers and staff! Catholic schools make a difference in the lives of so many! Thank you for your kindness—it has been a GREAT week. #CSW2025
- <INSERT SCHOOL NAME> teachers dress like students, students dress like teachers for #CSW2025.
- How do we thank our amazing faculty and staff? Donuts and coffee. #CSW2025

Saturday, February 1: Celebrating Families

- <INSERT SCHOOL NAME> was very excited to share a math warm-up task with parents during open classrooms. #CSW2025
- Welcoming new families to our school and community during #CSW2025!
- Thanks to all of the supportive Parents and Grandparents who joined us for our special assembly last week! #CSW2025

Generic

- Happy Catholic Schools Week from <INSERT SCHOOL NAME AND LOCATION>! We love our school and faith! #CSW2025
- For Catholic Schools Week, <INSERT SCHOOL NAME> is celebrating our <INSERT DAILY THEME> [if conducting an activity, describe here] #CSW2025
- <INSERT SCHOOL NAME> is celebrating #CSW2025 – we are thankful for our Parish, Community, Students, Nation, Vocations, Faculty, Staff and Volunteers!

Sample Announcement

Open House Announcements

The following announcement can be adapted for local newspapers, online calendars and parish bulletins. Be sure to include this information on your school website and social media networks!



Come see for yourself the great benefits of a Catholic school education! **<SCHOOL NAME>** will be hosting a series of open houses. Please email **<CONTACT EMAIL>** to reserve your space.

- Family Open House (General) - **<DATE AND TIME>**
Prospective students and their families are invited to meet teachers and students, discover our classrooms and learn more about what makes **<SCHOOL NAME>** the best!
- Parents Open House - **<DATE AND TIME>**
Parents are invited to meet teachers and current parents to learn about the **<SCHOOL NAME>** community. Tuition assistance, volunteer opportunities and parent committee groups will be discussed.
- STREAM Open House - **<DATE AND TIME>** **<SCHOOL NAME>**
<SCHOOL NAME> offers a well-rounded Science, Technology, Religion, Engineering, Arts and Mathematics curriculum. Come to our STREAM Open House to learn about our program and all that your child can discover.
- Open House (Secondary Schools) - **<DATE AND TIME>**
<SCHOOL NAME> prepares students to be outstanding disciples for life. Come to this special open house to hear about our college prep curriculum. Students and their families will also have the opportunity to do a video conference call with a recent alum who will be joining us online via his/her dorm room from **<COLLEGE NAME>**.

Applications for the 2025-2026 academic year are due **<DATE>**. Admissions and business office representatives will be available at all open houses to help guide you through the process and answer any questions!

Sample Thank You Letter to Speakers and Volunteers*



Name of school

Catholic Schools: United in Faith and Community

Now that our celebration of National Catholic Schools Week is over, the pastor, principal, staff and students wish to thank the families, parishioners and friends who helped make our week special. We appreciate the time you spent learning about the _____ community.
name of school

In Catholic schools, we are all learners, servants and leaders. These shared qualities are what make Catholic schools work. They are what make Catholic schools succeed. Thank you for being part of our community.

Sample CSW School Letterhead

[INSERT YOUR SCHOOL LOGO HERE]



[INSERT SCHOOL ADDRESS, PHONE AND WEBSITE INFORMATION HERE.]

_____ is a proud member of the
Name of school
National Catholic Educational Association.

For more information about Catholic Schools Week, please visit www.NCEA.org/csw

Sample Letter To Community Members



Catholic Schools
United in Faith and Community

January 2025

Recipient's name

Title, Organization

Street address

City, State, ZIP code

Dear _____:
name of recipient

As we begin our annual observance of National Catholic Schools Week, we want to thank you for everything you have done over the past year to aid us in our mission at

name of school

The theme of our celebration is "United in Faith and Community." The theme encompasses the core products and values that can be found in Catholic schools across the country. Not only are we teaching students to become future servant leaders, faith-filled disciples and enriched citizens in our communities, educators are growing with them. In Catholic schools, we are all learners, servants and leaders. These shared qualities are what make Catholic schools work. They are what make Catholic schools succeed.

We are grateful for the support you provide to our school. Your efforts help make it possible for us to offer an important educational alternative to the families of our community. You are an inspiration of true community service and a role model for our students. Thank you.

Sincerely,

Name and signature of principal, president or other representative

Sample Letter to Government Officials



Catholic Schools
United in Faith and Community

January 2025

Recipient's name

Title, Organization

Street address

City, State, ZIP code

Dear _____:
name of recipient

As we begin our annual observance of National Catholic Schools Week, we want to express our deep appreciation for all you have done for _____
name of school
over the past year.

The theme of our celebration is "United in Faith and Community." The theme encompasses the core products and values that can be found in Catholic schools across the country. Not only are we teaching students to become future servant leaders, faith-filled disciples and enriched citizens in our communities, educators are growing with them. In Catholic schools, we are all learners, servants and leaders. These shared qualities are what make Catholic schools work. They are what make Catholic schools succeed.

Through the work you have done in your role as a government leader, you have helped us in our mission to offer this educational alternative to the families in our community. We are grateful for your support us as we educate the next generation of community leaders.

Sincerely,

Name and signature of principal, president or other representative

Sample Letter From Principal/President



January 2025

Dear Friends:

Please join us for National Catholic Schools Week, our annual celebration of what makes education at _____ outstanding. Starting with Sunday Mass

name of school

on January 26, we have a whole week of activities planned to show what our students are accomplishing and to celebrate the community we have built to educate tomorrow's citizens and church leaders.

The theme of our celebration is "United in Faith and Community." The theme encompasses the core products and values that can be found in Catholic schools across the country. Not only are we teaching students to become future servant leaders, faith-filled disciples and enriched citizens in our communities, educators are growing with them. In Catholic schools, we are all learners, servants and leaders. These shared qualities are what make Catholic schools work. They are what make Catholic schools succeed.

The theme also focuses on key elements of Catholic education: faith development, academic excellence and dedication to service. These elements set Catholic schools apart from other educational options. They are why families make sacrifices to provide their children with a Catholic education.

I hope you will visit _____ during National Catholic

name of school

Schools Week to enjoy the students' _____ and learn

displays and concerts

about their faith development and community service projects. Please bring your friends and neighbors, particularly those who may be considering Catholic education for their children.

I am grateful every day for the teachers, staff, board members, parents and volunteers who make our school a success. National Catholic Schools Week is a good time for all of us to thank them for their dedication and service.

Devotedly yours in Christ,

Name of Principal/President

Sample Letter From Students to Parishioners



January 2025

Dear Parishioners:

At _____, we are lucky to learn, pray and grow in
name of school
a special environment. This would not be possible without the generous support
of people like you, the members of _____.

When you support our school, you invest in the future of all of our students and
the Catholic Church.

As we celebrate National Catholic Schools Week, we want to thank you for all
you do to help our school. We are grateful for your prayers and contributions,
and we appreciate the time and talent you so generously share through your
volunteer efforts.

The National Catholic Schools Week theme is "United in Faith and Community."
We consider _____
name of parish
an important part of our community, and we hope you will join us as we
celebrate our Catholic education this week.

Gratefully,

Name of student or class

Template for CSW Calendar Events Listing



_____: United in Community and Faith
Name of school

Please join us for our annual celebration of National Catholic Schools Week, beginning next Sunday, January 26. The theme—"Catholic Schools: United in Faith and Community."—highlights our focus on faith development, academic excellence and dedication to community service. We've planned a variety of events to show how we're doing this as a community at _____.
name of school

Sunday, January 26—Catholic Schools: In Our Parish

Events, locations, times

Monday, January 27—Catholic Schools: In Our Community

Events, locations, times

Tuesday, January 28—Catholic Schools: In Our Students

Events, locations, times

Wednesday, January 28—Catholic Schools: In Our Nation

Events, locations, times

Thursday, January 30—Catholic Schools: In Our Vocations

Events, locations, times

Friday, January 31—Catholic Schools: In Our Faculty, Staff and Volunteers

Events, locations, times

Saturday, February 1—Catholic Schools: In Our Families

Events, locations, times

To volunteer during the festivities, please contact

Phone number and email address of school or National Catholic Schools Week coordinator

CSW Press Release Template

For more information:

Spokesperson's name _____

School name _____

Address _____

Phone number _____

Email address, Website address, Facebook page, etc. _____



For Immediate Release— _____
Date

Community Service Highlights National Catholic Schools Week at _____
School name

City, State— _____ will celebrate National Catholic Schools
School name
Week with a community service day and an open house with a scholarship drawing.

The events are part of the nationwide celebration of Catholic education during the week of January 26 through February 1. The week's theme—"United in Faith and Community"—highlights the schools' focus on faith development, academic excellence and dedication to community service.

On _____, students will spend the day working on service projects throughout the community.
date
community. First- through third-graders will volunteer at the [name] animal shelter, fourth- through sixth-graders will fill boxes at the _____ food pantry, and seventh- and eighth-graders will serve lunch at
name
the _____ homeless shelter.
name

"We appreciate the support we receive from the community, and we encourage our students to give back through service projects all year," said Principal _____. "It's part of our effort to provide a well-rounded education."
name

_____ invites prospective students, their families and community residents to an
School name
open house at _____ to learn about the school's
time, date, location
educational programs and extracurricular activities. Students will conduct tours and staff will be on hand to accept applications for next year. New families who register will be entered into a drawing for one of four \$250 scholarships.

The National Catholic Educational Association is the official sponsor of National Catholic Schools Week. During the week, nearly 6,000 Catholic schools across the country will celebrate.

_____ serves students in _____. For more information, call
School name grades
_____ or visit _____
phone number website address or Facebook page

###



TOOLBOX: Open House Planning Guide

Many schools have a free-form Open House event where families can wander the campus and explore on their own. In order to ensure the best experience, create a structured event that moves families through a series of sessions that highlight what your school has decided are your most important characteristics. It also is best practice to have families RSVP for the event. This allows you to gather preliminary data on attendance and to remind families of the event by phone or mail as the date approaches.



Catholic Schools
United in Faith and Community

Present your vision for your Open House to the faculty and staff at the start of the school year. Go over the details two weeks in advance. Have detailed schedules and assignments printed for faculty and staff at the event.

A strong Open House will have these components:

Registration

Gather contact information for every attendee - this is integral for short- and long-term data analysis. Assign staff that can: expedite and streamline the process, assign breakout groups according to family interest, accurately collect data, and stay calm and friendly under pressure. An admissions director may need to be floating throughout the event to make sure all is going according to plan—so don't assign this person to registration.

Who are your most organized team members? What technology will you use, if any? Who will help streamline the process? Where is the best location for registration?

All-School Welcome

Administrators, chair of the board, or admissions director are all traditional choices. Consider pairing a current student leader with them for this welcome (such as a student government president, lead student ambassador). Make sure your strongest student ambassadors are visible and vocal at public events. This demonstrates how your school helps students unlock their leadership potential and public speaking skills.

What is a powerful message to start the event? What questions do you want families thinking about as they spend time on your campus? Who is the most engaging speaker to deliver this message? Where should the welcome take place on your campus?

TOOLBOX: Open House Planning Guide (continued)

Breakout Sessions

This is where you can get creative. What are the classes, activities and other attributes that set your school apart from your competitors? Where are the places on campus that reflect your mission or traditions? Depending on your historical attendance numbers, offer enough sessions for families to always miss one or two - leave them wanting something more and create a reason for them to come back. Families should have the opportunity to attend three or four sessions that you will assign them to. Encourage families to split their group to attend more.



Catholic Schools
United in Faith and Community

What makes your school unique? Who are your star teachers? What are your most popular programs? What hands-on activities can you offer? Who do your prospective families want to interact with? What places do you want to highlight on your campus?

Panel Discussion

End your program as a group. A panel is a great way to showcase your strongest speakers and to ensure families leave with a clear understanding of how their students would thrive at your school. Try different kinds of panels: students, parents, teachers, support staff, or a combination! The best panel for your school may look different from the panel at another school.

What is the best opening question for your panel? Who should moderate? Where should the panel take place? What points do you want the panel to get across?

Attendee List

Don't just invite families from your inquiry pool. Invite school administrators, placement counselors, teachers, educational consultants and parish staff.

Sample Media Advisory



Catholic Schools
United in Faith and Community

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

DATE January/February 2025

CONTACT

Click here and type name and title

Click here and type name of school

Click here and type email address and phone number

Title of the Media Advisory in Bold Text

WHAT

Details of the Catholic Schools Week event here

WHO

List the name of Catholic school and community partners here

WHEN

Click here and type date and time

WHERE

Click here and type location

Background Information: National Catholic Schools Week is the annual celebration of Catholic education in the United States. It starts the last Sunday in January and runs all week, which in 2025 is January 26 - February 1. The theme for the National Catholic Schools Week 2025 is "Catholic Schools: United in Faith and Community." Schools typically observe the annual celebration week with Masses, open houses and other activities for students, families, parishioners and community members. Through these events, schools focus on the value Catholic education provides to young people and its contributions to our church, our communities and our nation. For more information, visit: www.NCEA.org.

###

Sample News Release

For more information:

[SCHOOL LOGO]



Catholic Schools
United in Faith and Community

Spokesperson's name _____

School name _____

Address _____

Phone number _____

Email address, Website address, Facebook page, etc. _____

For Immediate Release— _____
Date

_____ Receives National Honors with
School name

_____ Name of Award

City, State— _____ announced today that
Name of Honoring Organization
_____ is among the 2025 recipients of the
Name of School

_____ Name of Award

The mission of the _____ is to:
Awarding Organization

"Our school community strives for faith formation, academic excellence and service to community in all that we do,"
said Principal _____. "This award is shared by our student body,
Principal name
faculty and volunteers who were instrumental in our success as a shining example of what it means to be a Catholic
school."

The mission of the _____ is to:
Awarding Organization

_____ serves students in _____. For more information,
School name grades

please visit _____ or call _____.
website Phone Number

###

Sample Letter From Pastor



January 2025

Dear Friends:

I look forward each year to the last week of January, when we observe National Catholic Schools Week. As a parish, we recognize the value of Catholic education and support our families and school in educating our young people so they can reach their full potential. We acknowledge the vital role of the school faculty, staff and volunteers in this effort. And we celebrate our students as they learn about their faith and the skills they need in the 21st century.

The week's theme—"Catholic Schools: United in Faith and Community"—focuses on the core of Catholic education. Schools are not only communities themselves, they are also part of larger communities, including _____, _____
name of parish name of local community

and our nation. As a parish, we support our school through prayer and resources, and the school, in turn, collaborates with families to develop our children into future model leaders and citizens. The theme also highlights key elements of Catholic education: academic excellence, leadership and dedication to service. These elements are what set Catholic schools apart from other educational options.

As you can see from the schedule, _____ has planned
name of school

events to celebrate National Catholic Schools Week that the whole parish can enjoy. It's a great opportunity for all of us to see what our students are accomplishing and thank the faculty, staff and volunteers who give so much of themselves to educate our children.

Our Catholic schools are part of our future as a Church and a nation. May God bless them and all who contribute to the important work they do on behalf of the children of our parish and parishes across the country.

Devotedly yours in Christ,

Name of Pastor

Sample Advertisement/Flyer



Catholic Schools
United in Faith and Community

St. Anthony Catholic School

January 26 – February 1, 2025

PLEASE JOIN US for our annual celebration of National Catholic Schools Week, beginning next Sunday, January 26. The theme, "Catholic Schools: United in Faith and Community," highlights our focus on faith development, academic excellence and dedication to community service. We've planned a variety of events to show how we're doing this as a community at
(NAME OF SCHOOL)

Make it your own! The Catholic Schools Week logo can be co-branded to tell your local story by adding your school name.

A Catholic school, (arch)diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo without the prior written permission of NCEA. All requests can be emailed to nceatalk@ncea.org.

Subject Line: CSW Logo Approval

Sample Certificate of Special Appreciation



Certificate of Special Appreciation

WHEREAS, during National Catholic Schools Week 2025, _____
name of school
celebrates its focus on learning, serving, leading in the community; and

WHEREAS, through their dedicated service and selfless contribution of time and talent,
volunteers ensure the success of the school and support its mission of providing a high-
quality, faith-filled education; and

WHEREAS, it is fitting that such contributions be recognized and honored;

Let it be known that the community at _____
name of school
acknowledges the exemplary service of and extends its deepest appreciation to

name of volunteer

PRESENTED this 26th day of January 2025.

Pastor

Principal

a dozen reasons to choose Catholic Schools



una docena de razones para elegir escuelas católicas



Sample Certificate of Student Achievement



Certificate of Student Achievement

WHEREAS, Catholic schools, because of their focus on faith development, academic excellence and service to community, produce graduates who make a significant contribution to the Catholic Church and American society; and

WHEREAS, during National Catholic Schools Week 2025, [name of school] celebrates the achievements of its students and the many contributions they make to their school, parish and community; and

WHEREAS, it is fitting to honor students for their efforts and accomplishments;

_____ hereby presents this certificate of special
Name of school
recognition to _____ and expresses gratitude to
name of student
_____ for outstanding achievement and for exemplifying the ideals of Catholic education.
him or her

PRESENTED this 26th day of January 2025, at

_____ in _____
name of school name of city or town
in the _____
name of archdiocese or diocese

Principal name

Pastor name

Principal signature

Pastor signature



Social Media Graphics



Facebook Post 1200 x 900



LinkedIn 400 x 350



Twitter Header 1500 x 500



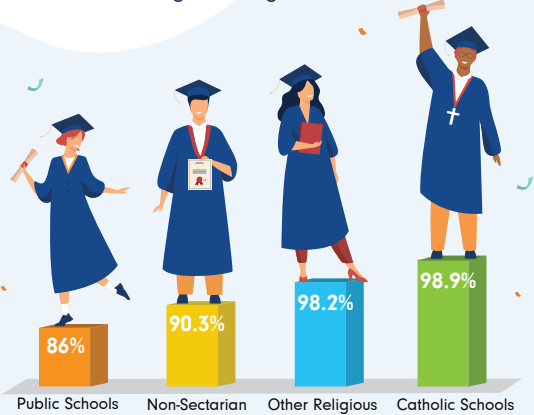
Twitter Photo 506 x 253



Instagram Photo
1080 x 1080

U.S. Graduation Rates

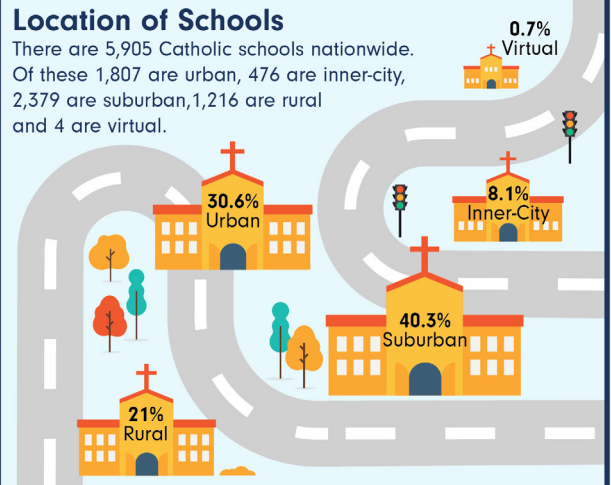
A look at national high school graduation rates.



Sources: Broughman et al. (2021); Irwin et al. (2022)

Location of Schools

There are 5,905 Catholic schools nationwide. Of these 1,807 are urban, 476 are inner-city, 2,379 are suburban, 1,216 are rural and 4 are virtual.



Source: U.S. Catholic Elementary and Secondary Schools 2023-2024: The Annual Statistical Report on Schools, Enrollment and Staffing (NCEA).

Number of Schools

There are 5,905 Catholic schools in the United States; 4,731 are elementary/middle schools and 1,174 are secondary schools.



Source: U.S. Catholic Elementary and Secondary Schools 2023-2024: The Annual Statistical Report on Schools, Enrollment and Staffing (NCEA).

Staffing of Schools

Student to Teacher Ratio

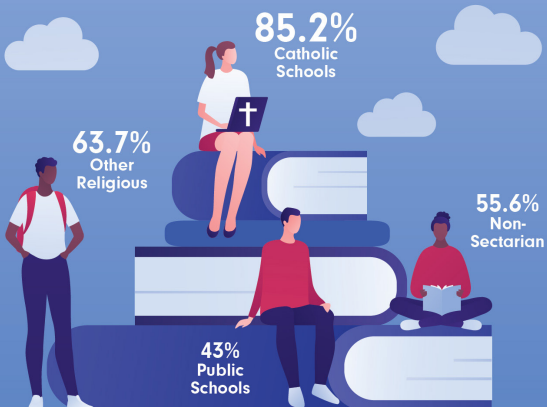
Elementary	12.1:1
Secondary	10.1:1
National	11.4:1



Source: U.S. Catholic Elementary and Secondary Schools 2023-2024: The Annual Statistical Report on Schools, Enrollment and Staffing (NCEA).



Percentage of high school graduates who attend a four-year college.



Sources: Broughman et al. (2021); Irwin et al. (2022)

Students with a Diagnosed Disability

Many Catholic schools serve students with mild to moderate special needs. 7.8% of Catholic school students have a diagnosed disability.



Source: U.S. Catholic Elementary and Secondary Schools 2023-2024: The Annual Statistical Report on Schools, Enrollment and Staffing (NCEA).



© 2024-2025 National Catholic Educational Association

The National Catholic Educational Association (NCEA) owns all rights, including but not limited to the copyright, in this marketing kit and all portions of it, including the merchandise pictured in it and logos ("promotional material"). NCEA grants permission to use, duplicate and/or distribute the promotional material in any media only to Catholic schools, arch/dioceses and organizations owned and controlled by Roman Catholic entities. These organizations may use the promotional material only as follows: (1) The material must be used to further the goals of the Catholic schools promotion. (2) The use by a Catholic school or arch/diocese must be within the geographical boundaries of the arch/dioceses or school community. (3) The logo and other artwork must be used in their entirety without changes or deletions of any kind in design, color or any other element. (4) Promotional material may not be used to create any of the items listed on the website. (5) Except as necessary for its own use, a Catholic school, arch/diocese or organization owned and controlled by a Catholic entity may not authorize a commercial vendor to create or distribute items using the logo or any other promotional material without the prior written permission of the Director of Communications, National Marketing Campaign For Catholic Schools at NCEA. Except as provided above, no promotional material may be reproduced without the permission of the copyright owners.



Catholic Schools

United in Faith and Community



National Catholic Educational Association

200 North Glebe Road, Suite 730
Arlington, VA 22203
800.711.6232
www.NCEA.org

www.NCEA.org/csw

#CSW2025



NCEATalk



NCEAorg