

## How does a school participate?

The fee schedule below includes the following:

- A thumbnail summary of your school when the School Finder is used
- A direct link to your school's website
- The opportunity to be featured in weekly broadcast emails to everyone on the site's email list

Schools with

- <100 students \$200/year
- 100-300 students \$400/year
- 300+ students \$600/year

Annual dues are payable by January 1

## Thank you for your prayerful consideration.

DCS Steering Committee Members:

- Dr. Seth Cohen, Spruce Hill Christian School
- Dr. Donald Dawes, MACSA Executive Committee
- Nancy DeHaan, Cumberland Christian School
- Jonathan Ekeland, The Christian Academy
- Michael Hamilton, Walter Bennett Communications
- Harold Naylor, Jr., The Christian Academy
- Dr. James Petty, Jubilee Fund
- John Scheflen, Esq., Wilmington Christian School
- Dr. Timothy Sierer, MACSA Executive Committee
- Dr. Alberta Wilson, Faith First Educational Foundation

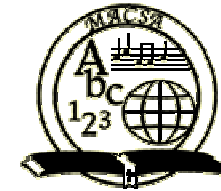


*“Christian education isn’t expensive;  
It’s priceless”*

For more information contact  
Harold Naylor  
610-872-7600


www.DiscoverChristianSchools.com

In keeping with our theme  
“Serving schools that serve the Savior,”  
Mid-Atlantic Christian Schools Association



Announces

[www.DiscoverChristianSchools.com](http://www.DiscoverChristianSchools.com)



The screenshot shows the website's main page with a navigation bar (Home, Answers, Resources, About Us) and a central banner. The banner features a photo of a man and a young boy, with the text: "Should I really consider Christian education? 10 REASONS WHY YOU NEED TO PRAY ABOUT IT TODAY / READ NOW". Below the banner is a quote: "Fathers...bring your children up in the training and instruction of the Lord. Ephesians 6:4". To the right, there is a "LEARN ABOUT:" section with a list of topics and a "Welcome!" section with a brief description of the site's purpose.

See how you can join this newest grassroots communications initiative designed to:

- Advance the **Christian education movement** in the region
- Band schools together in a **cooperative marketing effort**
- **Challenge parents** to think biblically about education.
- Help **direct parents and students to your school!**

**[www.DiscoverChristianSchools.com](http://www.DiscoverChristianSchools.com)**

**Here, you will find answers to these questions:**

**Why are Christian schools struggling with enrollment?**

Why is it, at a time when the moral and spiritual decline in our country is so great, that so many Christian schools are struggling with enrollment declines? Visit [www.DiscoverChristianSchools.com](http://www.DiscoverChristianSchools.com).

**Where can parents find an ally? That's the Christian school!**

Christian schools understand that parents themselves are responsible before the Lord for their child's education. The school's job is to come alongside the parent and reinforce the Christian worldview so that it is applied in every sphere of life. Where can parents find these schools? [www.DiscoverChristianSchools.com](http://www.DiscoverChristianSchools.com).



**How will DiscoverChristianSchools.com reach parents?**

1) *DiscoverChristianSchools.com* will professionally produce and run an entire media campaign 60-second high impact radio ads that will drive listeners to the [www.DiscoverChristianSchools.org](http://www.DiscoverChristianSchools.org) website.

These ads will:

- introduce the idea that a worldview does make a difference
- acknowledge that finances, while an important factor, should not preclude the pursuit of Christian education
- confirm that the local Christian school is producing graduates who can and do get into the strongest colleges (with scholarship aid) and make impacts for the Kingdom wherever they go.
- convey that Christian schools **are** the “real-world” and not havens from which kids will not know how to cope.
- Broadcast in market areas that cover from Wilkes-Barre, PA to Salisbury, MD and from Atlantic City, NJ to Harrisburg, PA

- 2) An internet marketing campaign using Google search marketing
- 3) Bulletin inserts to churches
- 4) Collateral materials for direct mail and handouts
- 5) Special events
- 6) Public relations campaign

**Who can participate with DiscoverChristianSchools.com?**

- The leaders of all the schools in the Mid-Atlantic Christian School Association
- CSI, PAC, ACSI and other associations who agree with the MACSA Statement of Faith
- Those schools in the region who are not MACSA members, but who would agree with MACSA Statement of Faith
- Others who have a passion for kids and desire them to get the tools they need to engage their worlds for Christ.
- Lastly, organizations and churches that unashamedly support pro-Christian education