



Saint Francis of Assisi School
601-A Buttonwood Street
Norristown, PA 19401
Phone: 610-272-0501 Fax: 610-272-8011

March 21, 2011

We Maximize Potential

www.sfacatholic.org
610-272-0501 From 6 weeks thru 8th grade

Dear SFA Parent(s)/Guardian(s):

Beginning last week, you may have noticed our new school billboards throughout the Norristown area. Our SFA billboards will be on display through the week of April 11th, 2011 at the following locations:

- Markley & Marshall Streets by the Train Station
- DeKalb Street Bridge
- West Main Street & Stony Creek

These billboards offer only a small glimpse into the great things happening here at our school. The faculty and staff of Saint Francis of Assisi School are committed to maximizing your child's potential each day. Here at SFA, we strive to form compassionate, faithful, generous, independent, loyal, knowledgeable, respectful, and responsible students. Throughout this academic year, your students have been fortunate to have access to 32 Netbooks and a wireless cart to improve their learning. In addition, our faculty has been participating in the Powerful Learning Practice (PLP) Cohort which builds 21st Century Skills in our SFA classrooms.

In the Gospel, Jesus tells his Apostles to "go and make disciples of all nations baptizing them in the name of the Father and the Son and of the Holy Spirit." (Matthew 28:19) Over the remaining months of the school year and into the summer, I am asking that all of you spread the "Good News" of a Catholic Education. Please share the exciting things happening at SFA with family members, friends, and neighbors. Current SFA families who refer a new family to register at our school will receive a \$250.00 tuition credit for the 2011 – 2012 academic year. Help us reach our goal of 183 students enrolled in Pre-K through 8th Grade for the next school year.

<http://www.sfacatholic.org>
OVER

Over the next few weeks, we have a number of marketing initiatives planned to further the growth and development of our school. Please help support our efforts:

- **Early Re-Registration Incentive** – Complete your Re-Registration Packet by Friday, March 25th, 2011 so your family will be eligible to be entered in the tuition raffle for a \$250.00 tuition credit.
- **“Good News” Incentive** – Successfully refer a new family to our school in order to receive a \$250.00 tuition credit.
- **Parish Outreach Efforts** – Members of the School Advancement Committee (SAC) and I will be visiting local parishes (Sacred Heart, Our Lady of Mount Carmel, Saint Augustine, & Saint Patrick’s) to promote Saint Francis of Assisi School. Bulletin inserts will appear in parish bulletins and our newly designed school brochure will be distributed.
- **SFA Parish Outreach** – During the weekend Masses of April 2nd/3rd, faculty and staff members as well as current SFA families will speak at the end of each Mass to promote our school. **All students are asked to wear their school uniforms to Mass that weekend to show school spirit. Students who participate will receive a special incentive on Monday, April 4th, 2011.** An SFA flyer and tuition assistance envelope will be placed in the parish bulletin. School brochures will also be distributed at each Church entrance.
- **Basket BINGO** – On Sunday, April 10th, 2011 our school will host a Longaberger Basket BINGO. Tickets are \$20.00 and all proceeds raised will be donated to our Tuition Assistance Fund. All school families are asked to purchase at least 2 tickets for this event.
- **BLOCS Applications** – Financial assistance applications are due to PSAS by Friday, April 15th. Applications can be mailed directly to PSAS or returned to school where they will be mailed. In order to be eligible for SFA Tuition Assistance, you must first complete the BLOCS application.
- **Sponsor a Student (SAS)** – In the next few weeks, we will be mailing Sponsor a Student (SAS) brochures to local businesses and alumni. If you are a business owner or feel that your employer might be interested in this program, please contact the Main Office. In addition, if you have any alumni databases or addresses, please call the school.
- **SFA Carnival** – Our parish Carnival will be held Tuesday, May 10th – Saturday, May 14th, 2011. All school families are asked either to work at the Food Stand or SFA School Information Booth. Please see the flyer in next week’s Family Communication Envelope for volunteer information.

If you have questions about any of our marketing initiatives, please email me at btigue@sfacatholic.org or you may telephone the school.

Thank you for your support of Catholic Education!

Sincerely,

Bridget M. Tigue
Principal