**[School Name] Catholic School**

**Enrollment Management and Marketing Planning**

*Primary Target Markets*

List your school's primary target markets in the order of importance.

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| **Target Market** | **Number of Potential Prospects** | **School Entry Point** *(preschool, kindergarten, other)* | **Data Source** | **Person responsible for obtaining contact list** |
| ***[EXAMPLES - Replace with Your Own - be specific]*** Parishioners with children entering Kindergarten  | ## | Kindergarten | Parish Census | Name |
| Parishioners with infants, recent baptisms | ##  | Future PK, K | Parish Census | Name |
| Non-parishioners with school-aged children  |  |  |  |  |
| Day care “graduates” - identify specific day care providers  |  |  |  |  |
| Members of Boy/Girl Scout troops not enrolled at your school |  |  |  |  |
| Children who play CYC sports for parish athletic association but are not enrolled |  |  |  |  |
| Businesses in community that also serve families in your target market |  |  |  |  |
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