

Havenroll

A FIELD GUIDE FOR CHRISTIAN SCHOOL LEADERS

The Christian School Marketing *Playbook*

The four kinds of content that fill classrooms, the weekly cadence that makes them sustainable, and the referral engine most schools are sitting on without knowing it.

Enrollment marketing built exclusively
for private Christian schools

*Your school is a haven.
Let's put it on the map.*

A quick word from Elijah

If you lead a Christian school, I'd bet money on two things about you.

First, **you believe in what happens inside your building.**

You've watched a shy sixth grader find her footing. You've seen a family show up guarded in August, and grateful in May. You know the work matters because **you see the fruit every week.**

Second, **you're a little tired of being the best-kept secret in your county.**

I've sat with enough Heads of School to know how this goes. The teachers are all in. The families who are there love it. And yet the families who *need* it, the ones praying right now about where to send their kids next fall... **they have no idea you exist.**

THE TRUTH THIS PLAYBOOK IS BUILT ON

Most Christian schools have no idea what content to share that portrays their school the way they want. So the right parents never reach out. **It's an exposure problem, not a quality problem.**

What follows is the system we install at the schools we serve.

Four content pillars. A weekly cadence. A referral engine. And a self-audit so you know where you stand before you change anything.

It doesn't take a big budget or a marketing department. It takes clarity and consistency.

Read it with a pen. Better yet, share it with whoever runs your social accounts.

Elijah Wilkerson

Founder of Havenroll

The *hidden gem* problem

Walk through most Christian school feeds and you'll find the same things. The lunch menu. The spirit week schedule. A reminder about early dismissal.

That content isn't bad. It's just doing the wrong job. It informs current families, and says almost nothing to the prospective parent who lands on your page at 10pm, anxious about where their kid will be formed for the next decade.

That parent is asking three questions:

1. Will my child be known and loved here?
2. Will they be formed in their faith?
3. Will they be prepared for what comes next?

If your last thirty posts don't answer those questions, that parent scrolls on. Not because your school isn't the answer, but because your content never made the case.

There's a quieter version of the same problem inside the building. Inquiries land in somebody's inbox and get followed up on when there's time. Families drift off somewhere between interest and enrollment, and nobody can say exactly where they went.

Your school doesn't have a quality problem. It has an exposure problem. The families who need you can't find you, and the ones who find you can't see you.

Curriculum takes years to change. Culture takes longer. Facilities take a capital campaign. But what a stranger sees when they look your school up online can change in six weeks.

TEN-MINUTE EXERCISE

What one family is *actually* worth

Most schools we meet with don't know this number. It's the single most useful figure in your building, and you can figure it out before lunch.

	Average annual tuition <i>Net, after financial aid</i>	\$

×	Average years a family stays <i>Average five recent graduating families</i>	-----
=	Lifetime value of one family	\$

Now multiply that by the number of empty seats you're carrying. That's your annual exposure gap, and it's revenue your school can't steward toward the mission.

\$40K–\$80K

Typical lifetime value of one enrolled family, before siblings

2 to 3

Intentional posts a week is the whole cadence this playbook asks for

1 family

What a year of doing this well needs to produce to pay for itself

WHY THIS CHANGES THE CONVERSATION

Once you know a family is worth \$40,000 or more, the question stops being "can we afford to market the school?" and becomes "**can we afford to stay hidden?**" Walk into your next board meeting with that number.

The four content pillars

Every piece of content your school publishes should do one of four jobs.

PILLAR	WHAT IT DOES	WHAT IT SOUNDS LIKE
1. Problem Awareness	Names the pain a parent feels but hasn't put into words	"Why so many kids graduate with good grades and no grounding"
2. Solution Awareness	Shows your approach and what makes you different	"What a Christ-centered education looks like on a Tuesday"
3. Evidence	Proves it with real students, teachers, alumni, and families	Alumni Q&A, teacher spotlight, a parent's own story
4. Invitation	Gives an interested family a clear next step	Open house invites, tour sign-ups, come to Friday's game

Why the order matters

Most schools only ever post pillar four. Event announcement, open house flyer, "enrollment now open." But an invitation only works on someone who already cares. Problem Awareness earns attention. Solution Awareness builds conviction. Evidence builds trust.

THE ROTATION RULE

Over any given month, your feed should touch all four pillars. When we audit a school, the first thing we check is which pillars are missing. It's almost always the first two, and those are the **only ones that reach families who've never heard of you.**

Problem *Awareness*

These posts name what a parent is already feeling. Not fear-mongering, and never bashing public schools. Name the tension with compassion, then point toward hope.

EXAMPLE POST • COPY AND ADAPT

"How come most schools still haven't updated how they prepare kids for actual life?"

Your child can memorize formulas and still graduate without knowing who they are or whose they are. Academic rigor matters, and we hold a high bar. But rigor without formation produces impressive resumes and anxious kids. We think there's a better way, and we built our whole school around it.

EXAMPLE POST • COPY AND ADAPT

"Choosing a school from a website is like choosing a church from a billboard"

You can't see the culture from the brochure. You can't feel it from the tuition page. So this month, we're showing ours. Every week. The classrooms, the chapel, the teachers, the ordinary moments where formation happens. Follow along and decide for yourself.

EXAMPLE POST • COPY AND ADAPT

"The question we hear from almost every touring parent"

"We love our kids' teachers, but we feel like we're swimming against the current at home." If that's you, you're not imagining it, and you're not alone. Here's what it looks like when the school and the home are rowing in the same direction.

The test: a parent reads it and thinks *"that's exactly what I've been feeling."* If any school could have posted it, it isn't specific enough.

Solution *Awareness*

"Christ-centered education" is on every Christian school's homepage. What does it look like at *your* school, on an ordinary Tuesday? That's the post.

EXAMPLE POST • COPY AND ADAPT

"What a modern Christian education actually looks like"

People sometimes picture Christian schools as sheltered or academically soft. Come watch our juniors defend a thesis, then join them in chapel an hour later. We're not hiding from the world here. We're preparing kids to walk into it. Here's how our curriculum does both.

EXAMPLE POST • COPY AND ADAPT

"Why our teachers know every student by name, and what that costs us"

Small class sizes aren't a perk here, they're a conviction. You can't disciple a spreadsheet. Here's what changes when a teacher has 16 students instead of 32, and why we've protected that number even when it would have been easier not to.

EXAMPLE POST • COPY AND ADAPT

"How we handle discipline differently"

When a kid messes up here, the goal isn't punishment, it's restoration. Walk through what actually happens: the conversation, the ownership, the repair, the follow-up. Parents rarely hear anyone talk about this, and it's one of the biggest reasons families tell us they stayed.

The test: a parent should walk away thinking, *"I wish my kid's school taught like that."*

Evidence

Anybody can claim a mission. Your students, teachers, alumni, and parents are walking proof of yours. Your job is to put a frame around what God is already doing.

EXAMPLE POST • COPY AND ADAPT

Alumni Q&A: "Where are they now?"

Interview a graduate five or ten years out. Three questions: What do you carry with you from your years here? What moment shaped you most? What would you tell a parent considering this school? Prospective parents aren't paying for kindergarten, they're paying for the graduate they'll send out into the world one day.

EXAMPLE POST • COPY AND ADAPT

Teacher spotlight: "Meet Mrs. ____"

A photo in her classroom and four short questions: How long have you taught here? Why this school? What's your prayer for your students this year? What would families be surprised to know about your class? Teachers are your most trusted messengers, so put them on camera.

EXAMPLE POST • COPY AND ADAPT

A parent's own words: "Why we chose this school"

Ask a happy family, ideally one who came by referral, to share their story in a couple of sentences. Post it with a family photo. Nothing you write will ever be as persuasive as a parent saying "we prayed about this for a year, and here's what settled it."

The test: real names, real faces, real specifics. A stock photo with a generic quote is decoration, not evidence. Always get written permission first.

Invitation

The first three pillars earn trust. This one converts it. Keep it to roughly one post in four, and make every invitation feel like hospitality rather than recruitment.

EXAMPLE POST • COPY AND ADAPT

The tour invitation that doesn't feel like a pitch

"You can't see a school's culture from its website. Come walk our halls on a normal school day. Sit in on chapel. Meet the teachers your kids would have. No sales pitch, no pressure, just an honest look at who we are. Tours run every Tuesday and Thursday morning."

EXAMPLE POST • COPY AND ADAPT

The open house post, done right

Don't just post the flyer. Post a photo from last year's open house and one line from a family who attended: "We came curious and left knowing this was home." Then the details and the sign-up link. Story first, logistics second.

EXAMPLE POST • COPY AND ADAPT

The soft invitation

Not everything needs a form. "Friday night, home game, gates open at 6. If you've been curious about our school, this is the easiest first visit you'll ever make. Come sit with us." Games and concerts let a hesitant family experience your community with zero commitment.

The test: a specific action, a specific date, and a tone that says "we'd love to have you" rather than "deadline approaching."

Less, but *better*

Here's advice you probably haven't heard from a marketing company. **Post less.**

We've told schools posting fifteen times a week to cut back to three. It feels backwards, and it works. When everything gets posted, the lunch menu buries the alumni story and the algorithm learns your page is noise.

Two or three quality posts a week, each doing a real job, will outperform a daily firehose of announcements.

WEEK	POST ONE	POST TWO	POST THREE
Week 1	Problem Awareness	Evidence: teacher spotlight	Community moment
Week 2	Solution Awareness	Evidence: student story	Invitation: Friday's Football game
Week 3	Problem Awareness	Evidence: a parent's words	Community moment
Week 4	Solution Awareness	Invitation: tour or open house	Evidence: alumni Q&A

Evidence shows up every week **because proof compounds.**

Invitation appears only after trust has been built around it.

So where does the lunch menu go?

Operational updates still matter, they just don't belong on your public feed. Move them to the newsletter, the parent app, or a private group. Your public feed has one job now: showing families who you are and why it matters.

The referral engine

Ask most Heads of School where new families come from and you'll hear "word of mouth, mostly." Then ask what the school does on purpose to create it, and watch the room go quiet.

1. Ask visibly and often

The biggest reason schools don't get more referrals is that nobody asks. Put a referral mention in the newsletter every month. Say it from the stage at events. Make asking normal.

2. Make it worth their while

A tuition credit for the referring family is the common model. When one enrolled family is worth \$40,000 or more, a modest credit is the best marketing money you'll ever spend.

3. Build referral partnerships

Think about where your kind of families already gather. Church kids' programs, karate studios, swim programs, homeschool co-ops, Christian camps. Set up simple two-way arrangements with the places families already trust.

4. Wire it into your content

Evidence posts can feature referring families by name, which honors the referrer and plants the idea for every parent reading. And a happy parent who sees an Invitation post has something easy to send to their friends and family on a hunt for a school for their kids.

START HERE THIS MONTH

Add the referral ask to your next newsletter and thank one referring family publicly. That's it. The engine gets built one part at a time.

RECENT WORK

Rossville Christian Academy



The four pillars, running inside a real school.

Thirty days of numbers, and the feed that produced them.

153.1K

VIEWS IN 30 DAYS

18,560

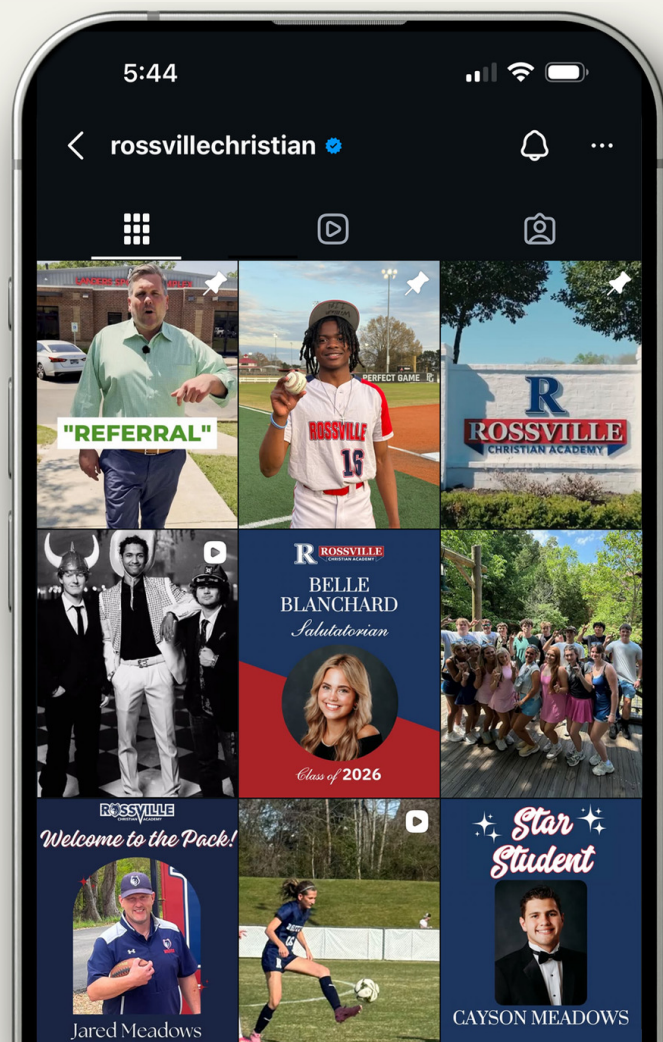
REACH FROM NON-FOLLOWERS

3.1K

INTERACTIONS, UP 96%

\$0.07

COST PER THRUPLAY



[CLICK HERE](#) to watch Rossville's Grow The Pack Challenge Kickoff Reel

What our clients are saying

Dude. You. Are. A. Freaking. Genius.

No cap feedback - I would have never thought to actually make a video similar to the ones I enjoy watching and the rest of the world. Brilliant!

Second - you spliced those together WAY better than we could've imagined. I watched it with the team... Wow we said. Holy cow we said.

This is by far the best video we've ever done or had someone else do. It's so good!!

I think that will capture interest SIGNIFICANTLY more than anything else we've done. Keep it up!

B Bridget

Cory YOUR WEBSITE is da BOMB!!! I love how you made it user friendly!!!



T Tonya

LOVE THE WEBSITE!



Elijah of Havenroll. Money well spent.

Elijah, you are a very talented man. I'm glad we crossed paths.

Thank you for going above and beyond. I can't afford what you've done. I'll put your name out there every chance I get!

My respect to you and Mrs. Wilkerson. Thank you!!

What "light bulb" moments im having. I've always made videos for school stuff. So typical and traditional etc. but I wouldn't watch any of them scrolling when im "looking for an escape" I would stop and watch yours. Honestly not even for the purpose of the video. You're teaching me a lot

I think we can make a lot of headway just by making you the face of the school on socials. people love a character!

Suddenly it goes from "just another school Instagram" to "When are they going to post again???"

Couldn't have said that better. There's a few other private schools that have always put out impressive content, but they have a team of 5-6 people.

I haven't ever seen a school of our size put out this caliber of work. We're about to set the tone!

The 15-point self-audit

YOUR SCORE: _____

Pull up your school's feed and your last few newsletters. One point per box you can honestly check.

CONTENT AND PILLARS

- ☐ Our last 30 days of posts include all four pillars.
- ☐ We post two to three intentional pieces of content per week.
- ☐ Operational updates live in parent channels, not our public feed.
- ☐ A first-time visitor could tell what makes us different from our last ten posts.
- ☐ Our content features real students and teachers, not stock imagery.

EVIDENCE AND TRUST

- ☐ We published a parent, student, or alumni story in the last 60 days.
- ☐ Our teachers appear by name and face at least monthly.
- ☐ We collect testimonials on purpose, not just when one falls in our lap.

INVITATION AND FOLLOW-THROUGH

- ☐ A parent could find and book a tour from our profile in under two minutes.
- ☐ Every inquiry gets a personal response within one business day.
- ☐ We promote a low-commitment public event every semester.

REFERRALS AND GROWTH

- ☐ We ask for referrals in a visible, recurring way.
- ☐ Referring families are recognized or rewarded, every time.
- ☐ We have an active referral partnership with a local organization.
- ☐ We know what one enrolled family is worth. (Page four.)

SCORE: 0 TO 6

Hidden gem

You're likely invisible to the families who need you most. The good news is that everything on this list is fixable, and none of it requires a bigger budget.

SCORE: 7 TO 11

Solid bones

The foundation is there and the instincts are right. A focused 90 days on your specific gaps would change your enrollment picture.

SCORE: 12 TO 15

Rare air

You're ahead of nearly every school we've audited. Your next lever isn't fundamentals, it's scale and consistency.

WHERE TO GO FROM HERE

What working with us *looks like*

Everything in this playbook works. We know, because we run it week in and week out inside private Christian schools.

But knowing a system and having the hands to run it are two different things, and most Heads of School are already carrying a job and a half.

Audit & Strategy

We diagnose the real bottleneck before we build anything.

Build & Launch

Funnel, CRM, content engine, paid media, email nurture.

Run & Optimize

We run it and report monthly in numbers, not vibes.

Curious what this would look like at *your* school?

Book a discovery call. It's a real conversation, not a pitch. We'll talk through where your enrollment stands, where the gaps are, and whether we're even the right fit. If we're not, you'll still leave with clarity you didn't have before.

Book a Discovery Call

www.havenroll.co · elijah@havenroll.co

Havenroll

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