



CATHOLIC EDUCATION
FOUNDATION

**Federal Tax Credit - Archdiocesan Catholic Schools
Proposed Marketing Plan**

Month	School Marketing	CEF Marketing
May 2026	Principals: send out letter/email to school families letting them know about upcoming opportunities to support school and receive Federal Tax Credit.	Federal Tax Credit Webpage Live. <hr/> Host luncheon for financial professionals, updating on Federal Tax Credit opt-in. <hr/> Share announcement of Opt-in with PIP for bulletin inclusion.
June 2026		Advertise in The Leaven, other publications, and social media.
July 2026		Send marketing materials to schools for inclusion in back-to-school information: <ul style="list-style-type: none"> - Webpage - FAQ's - Handouts - Bulletin ads - Script for speaking after Mass - Parish/school letter
August 2026		Advertise in The Leaven, other publications, and social media.
September 2026*		Host Principal, Administrator, Pastor Zoom call #2 with

		Treasury and process updates.
October 2026*	Principals/Pastors: send letter/email to every family in the school and parish educating on upcoming opportunities to support school scholarships.	Work with Archbishop’s office to distribute information to every parish in Archdiocese about upcoming opportunity to support Catholic education.
November 2026*	Include ad in parish bulletin about Federal Tax Credits supporting schools.	
December 2026	Include ad in parish bulletin about Federal Tax Credits supporting schools.	CEF sends schools updated marketing materials, link, and donation form, to be distributed January 1, 2027
January 2027*	School/Principal communication: “Now’s the time to give” and link to give (can be a stand alone email/letter and included in the school newsletter).	Start receiving donations and awarding scholarships. <hr/> Advertise in The Leaven, other publications, and social media. <hr/> Email blast to all contacts in CEF database.
February 2027*	Principal/Pastor: Send out periodic reminders of how to support schools through Federal Tax Credit donation.	Advertise in The Leaven, other publications, and social media.
March 2027*	Principal/Pastor: Send out periodic reminders on how to support schools through Federal Tax Credit donation.	Advertise in The Leaven, other publications, and social media.

*Fall ‘26 and Spring ‘27 - Consider scheduling an informational meeting for the parish and school community to learn about supporting the Federal Tax Credit Scholarship program, how families apply.