



Saint John School – Marketing & HSA Meeting Notes

Date: October 29, 2025

Next Meeting: Wednesday, November 19 @ 3:30 PM



Event & Fundraiser Updates

- **Trunk or Treat:** Raised \$390 from pumpkin auction. Thank you to all families who donated and participated!
- **Grandparents Day – Nov 7:** Help needed for:
 - Thursday set-up
 - Morning refreshments after Mass
 - Clean-up crew after event
- **Luxury Car Raffle:**
 - Ticket table planned for Grandparents Day and Veterans Day.
 - Suggestion to also sell at St. Mary's in Clinton and St. Mark's in Westbrook Masses
- **Fundraisers Summary (Balance Update):**
 - Opening Balance \$2,754.25
 - Lyman Orchards Pie Fundraiser \$2,423.10
 - Pumpkin Auction \$390
 - **Current Total: \$5,567.35**



Upcoming School Events

- **School Rosary:** Friday 10/31
- **Scarecrow Contest:** Vote twice a day!
- **Catholic Youth & Family Day:** Nov 2, Hebron (\$25 per family, SJS will sponsor families).
- **Veterans Day Assembly:** Nov 11 @ 9:30 AM.

- **Discover Catholic Schools Week:** Nov 16 – 27.
 - Open House Nov 19.
- **Raffle Dinner & Drawing:** Dec 6.
 - Two alumni parents decorating; parent donations requested.
 - Bishop Reidy will celebrate Mass and attend dinner.
- **Knights of Columbus Art Contest:** “Keep Christ in Christmas.” Open to school & parish students.
- **Torchlight Parade:** Dec 13 – SJS planning to participate.



School & Student Updates

- **Enrollment:** 73 students / 56 families (+ 2 new MS students, potential new 4th grader).
- **Student Handbook (10/31 release):**
 - Punctuality and uniform enforcement.
 - 3 latenesses = silent lunch penalty.
- **Uniform Changes:** MS vests retired; new grey quarter-zip pullovers added.
- **SJS named Top-Rated Private School on the Shoreline!** 🎉
- **Socktober Success!**
- **Upcoming Candy Drive:** for local first responders in November.



Volunteer & HSA Updates

- **Track-It-Forward renewed** – Danielle Cook coordinator.
- **Assessment Tracker:** Earn \$25 credit per raffle ticket sold or for volunteer hours.
- **Open Positions:** Recording Secretary, Room Parent Coordinator, Hospitality Coordinator.
 - Interested parents should email the HSA.
- **Charleston Wrap Fundraiser:** Ends Nov 10 (credit continues through early Dec).

Marketing & Outreach

Mrs. Conklin's Initiatives

- Focus on community presence & visibility:
 - Flyers in local shops, bulletin boards, grocery stores.
 - Exterior marketing ideas: fence banner, yard signs, paid ads.
- Looking for students to speak at Mass (promotional outreach).
- Emphasized “growth message” to combat rumors of school closure.
- Need to reach families from **15 surrounding towns**.
- Promoting affordable Pre-K and after-school programs.
- **Events & Opportunities:**
 - Old Saybrook Starlight Festival & Stocking Walk – Dec 6 (AM street event + raffle dinner PM).
- Considering QR code with school info for phones.

Social Media

- **Facebook Page:** Encourage parents to follow and share SJS posts.
- **Current followers:** 537.
- Idea: run contests for most likes & shares.