

# SAMPLE DIRECT MAIL LETTER FROM PARENT

Date  
John and Susan Sample  
300 Sample Avenue  
Sample, Ohio 55555

Dear John and Susan,

**As a parent, I am writing to share with you why I believe St. Example School is the best educational choice you can make for your child.** Decisions that influence your child's future are very important. ACT today and place your child's education in the hands of faith at St. Example Catholic School!

Your child will join a family of alumni who have gone on to become valedictorians, college scholarship recipients, aviators, doctors, lawyers, teachers, business leaders, and the list goes on and on. This tradition of excellence is shared with your child through:

- Rigorous Academic Curriculum that is Informed by Faith Stimulating Religious Education
- Highly Qualified Faculty that are Supported by a Vibrant Parent Teacher Organization
- State of the Art Technology in a Well Maintained Facility and Grounds

Based on my experience, I want to share with you the three main reasons why you should choose to enroll your child in St. Example School. **First, your child is challenged to excel academically.** Our child has thrived in this learning environment where teachers truly invest themselves in the academic success of each and every student. **Contact the school today and ask about how our students perform on standardized tests.**

**Second, the religious influence the school has on your child strengthens your faith based efforts at home.** We witness her faith life grow through spiritual experiences in religion class, daily prayer, and throughout the entire living learning environment. **Stop by one of our school Masses and see the culmination of this spiritual experience that is waiting for your child at St. Example School.**

**Third, we believe that self-esteem is probably one of the greatest determining factors in a child's success in school and later on in life.** The smile on my child's face after a day at St. Example School is one sign to me of just how much self-esteem building has taken place. **I strongly encourage you to check out those smiles for yourself by scheduling a visit to St. Example School.**

Each time I sit down to pay my child's tuition I know in my heart that the return on this investment for my child will last a lifetime. **Other things I purchase for my child will come and go, but the gifts of quality academics, stimulating faith formation, and high self-esteem will always be there for her!**

**To learn more about giving the gift of St. Example Catholic School to your child or to schedule a meeting with the Principal, please respond in one of the following two ways.** You can complete and return the self-addressed, postage paid response card enclosed in this letter. You can also contact the school office at (xxx) xxx-xxxx or email me at [jcooperispd@aol.com](mailto:jcooperispd@aol.com). Visit St. Example on the web at [www.stexample.org](http://www.stexample.org). Thank you for your time and consideration!

Christ's Peace be with You,

John Cooper  
Proud Parent, St. Example School

Enclosure: School Brochure

P.S. To apply online, go to [www.stexample/application.org](http://www.stexample/application.org).

P.P.S. To ask a current parent what it is like to have a child at St. Example, go to [www.stexample/parenttoparent.org](http://www.stexample/parenttoparent.org).

P.P.P.S. To learn about financing your child's education at St. Example, go to [www.stexample/financing.org](http://www.stexample/financing.org).