

# SAINT JOHN THE BAPTIST SCHOOL

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September 8, 2011

Dear Parents,

Well here we are at the start of the 2011-2012 school year! To all our new families joining us at St. John School, welcome! To those of you returning, welcome back!

I have some changes to tell you about. First is the name of my office. Since the inception of this office eight years ago we have gone by the name Development Office. We are going to change this to the **Advancement Office**. Not only is this an industry wide change but one that more readily identifies the function of this office. Fundraising is just one component of Advancement. Other components are database management, gift recording, engaging volunteers, identifying donors, event planning and donor relations to name just a few areas. We are not *developing* the mission of the school, we are *advancing* the mission of the school. We are moving our institution forward.

Definition of advancement: progression  
improvement  
a forward step

We also have a new school event coming up on October 15, 2011. "Night at the Races" will take place in our school gym. We hope this will allow most of you a fun night out and also help our fundraising efforts. Please see attached flyer in this parent night packet for more information.

The Advancement Office will also be handling Admissions. We have a healthy enrollment this year and are already accepting applications for the 2012-2013 school year. Our schedule of Open Houses will be on the web site. Our school parents have always been a great source of family referrals that visit our school.

One last change to mention about the Advancement Office will be the addition of Jan Barton. As many of you know Jan had been in the main school office every morning. She will now be assisting me in the Advancement Office every morning.

If any of you are Facebook people, please visit the school page, St. John the Baptist School/Peabody and "like" us.

Let's have a great 2011-2012 school year!

Sincerely,

Kathy Trainor  
Director of Advancement/Admissions