

The kindergarten brochure provides prospective families with the why and how of enrolling in Spring Lake Park Schools kindergarten. It serves multiple purposes. It is a home mailing to census list families as well as a purchased list of households with eligible children. It also serves as a handout at enrollment events and activities. The print piece augments a full digital advertising, out of home, and event campaign that is contributing to solid enrollment numbers for next year's kindergarten class.