

## **Strengthening Our Message to the World**

A generous gift from a donor has made it possible for the Association of Waldorf Schools of North America to work with Churchill & Co., a public relations firm, to unify the Association's message so that Waldorf Education continues to become stronger and even more recognizable. After a year of focus groups, discussions with delegates, research, trials, and many refinements, a warmly-received presentation was offered at the annual AWSNA delegates meeting in January.

Tools in the form of a launch kit soon will be provided to schools, including graphics, typefaces, core distinguishing characteristics, and core benefits to identify schools affiliated with AWSNA and Waldorf Education.

“We hope that the cornucopia of phrases and descriptions will help schools avoid re-inventing descriptors each time copy must be written,” explains Patrice Maynard, leader for Development and Outreach.

As one school administrator responded to Churchill's presentation, “This will easily save our school thousands of dollars.”

Multiply this by all our schools and it is worth a million.

For more information contact Patrice Maynard in the Development & Outreach Office of the Association of Waldorf Schools at 518 672-7878 or visit <http://www.churchillandco.net>.