



Dear McKay Coalition Member,

Does this inquiry call by a parent sound familiar?

School: Is your child in the ESE program?

Parent: Yes.

School: Are you aware of the McKay Scholarship Program?

Parent: What is that?

The McKay Scholarship Program is one of the best kept secrets! In a recent Florida poll The McKay Scholarship had only a 17% name recognition in Florida. **PRIVATE SCHOOLS NEED TO LET THE SECRET OUT** if we are to serve children with disabilities.

YOUR ADVERTISING NEEDS TO INCLUDE MCKAY ADS

Schools accepting the McKay Scholarship should **INCLUDE THE MCKAY SCHOLARSHIP IN ALL YOUR ADVERTISING.**

TELEVISION CAMPAIGN FOR MCKAY SCHOLARSHIP

The Coalition of McKay Scholarship Schools has developed two commercials FOR MEMBERS which are designed to build community awareness concerning the McKay Scholarship Program as well as publicity for your school. This will save your school from expensive production costs.

You may use this commercial solely to promote your school or you can partner with two to three other schools in your area to share the cost of advertising.

We can't rely on the public schools to tell parents that the McKay Scholarship Program is alive and well. We must do it ourselves.

To learn more about this campaign call Laurie Speigel at (813) 689-2087 or fill out the contract to order a commercial.

Sincerely,

Robyn A. Rennick, MS
President