



## Case Study

### Customer:

Moorfield School For Girls,  
Ilkley

### Objective:

1. To communicate school term dates to parents in a 'keep-sake' format for future reference.
2. To give each parent the contact details annually so they may promote the school as the opportunity arises.



### Action:

All pupils were given at least 2 cards, for each parent to keep in their purse or wallet to refer to.

### Result:

"There is no doubt that the cards have generated new business for the school from a very low cost promotion. In addition, we have had very positive parent feedback. We have now established a standing order for these cards to be used every year".

Caroline Wellock

Moorfield School For Girls, Ilkley

*Creativity, Confidence & Courtesy*  
Headmistress: Mrs Jane Disley

January					February					March											
MT	WT	F	S	S	MT	WT	F	S	S	MT	WT	F	S	S							
			1	2			1	2	3	4	5	6				1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	
24	25	26	27	28	29	30	28							28	29	30	31				
31																					
April					May					June											
MT	WT	F	S	S	MT	WT	F	S	S	MT	WT	F	S	S							
			1	2	3				1					1	2	3	4	5			
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				
							30	31													
July					August					September											
MT	WT	F	S	S	MT	WT	F	S	S	MT	WT	F	S	S							
			1	2	3				1	2	3	4	5				1	2	3	4	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
25	26	27	28	29	30	31	29	30	31				26	27	28	29	30				
October					November					December											
MT	WT	F	S	S	MT	WT	F	S	S	MT	WT	F	S	S							
			1	2				1	2	3	4	5	6				1	2	3	4	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	
24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31			
31																					

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*Term Dates 2005*

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PITS wish to thank  
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for their custom and support.

**Marketing Cards** for schools, 34 Leeds Road, Ilkley, West Yorkshire, LS29 8DS

**T** : 01943 603600 **F** : 01943 603666 **E** : schools@marketingcards.co.uk **W** : www.marketingcards.co.uk