

Montessori enrollment funnel template

School: _____ Week of: _____ Owner: _____

Stages

- ☐ Inquiry (date, child age, source)
- ☐ Tour scheduled / completed
- ☐ Application started / submitted
- ☐ Review (records, conversation, classroom fit)
- ☐ Offer / waitlist / decline
- ☐ Enrollment packet and first-day date

Weekly board

- ☐ Count in each stage
- ☐ Oldest inquiry without a tour
- ☐ Tours without a follow-up
- ☐ Applications waiting on the school
- ☐ Seats remaining by classroom or level

Owners

- ☐ Who answers new inquiries
- ☐ Who hosts tours
- ☐ Who reviews applications
- ☐ Who sends the offer letter