Professional to Parent/Sponsor

HOW TO TALK ABOUT MHS

MILTON HERSHEY SCHOOL®
FOUNDED 1909

As someone who works with families, you're often the first person to spot an opportunity a family might not find on their own. Introducing Milton Hershey School is one of those moments.

How you bring it up matters. This guide can help you start the conversation in a way that feels helpful, not pushy.



BEFORE YOU BRING IT UP

Consider the relationship you have with this family. Is there already trust and open communication? Is the timing right?

This conversation often works best when the MHS opportunity is framed as a gentle introduction. The goal is to plant a seed, not close a deal.

HOW TO APPROACH IT

Ask before you share. A simple question opens the door without pressure.

- "Would you be open to hearing about a school some families have found really helpful?"
- "I came across something I thought might be worth sharing with you. No pressure at all."
- "I don't know if this is the right fit, but I still wanted you to know about it."

Keep the tone curious, not urgent. You're offering information, not making a recommendation.



WHAT TO FOCUS ON

When describing MHS, keep it simple and lead with what matters most to families:

- **All costs are covered:** That means tuition, housing, meals, supplies, and more. This isn't a scholarship, it's a fully-funded opportunity for families who could use extra support.
- **Students are supported:** Teachers, houseparents, and mentors work with your student and you to ensure their needs are met academically, emotionally, and socially.
- **Families stay connected:** The support and community of MHS is an addition for your family, not a replacement.
- **It's selective:** Not every student is accepted, which means being considered is already something special.

Questions? We're here. **mhskids.org/Enrollment** | 717-647-5507 (call/text)

WHAT PARENTS/SPONSORS MAY SAY

Even if they don't say it out loud, parents/sponsors may be worried. Here's how to meet some of those feelings:

"Are you saying I can't provide for my child?"

"Not at all. This is simply an opportunity some families choose to explore. It's not a reflection of anything you're doing wrong."

"I'm not sending my child away."

"I completely understand, and there's no pressure here. I just wanted to make sure you knew this opportunity existed."

"Why are you bringing this up?"

"Because I want to make sure you have access to every option available to your child. That's it."

"I have a lot of questions."

"That's great. The Recruitment & Admissions team is really good at walking families through everything. I can connect you directly if you'd like."

YOU DON'T HAVE TO HAVE ALL THE ANSWERS

If a family asks something you can't answer, that's okay. You don't need to be an MHS expert. What you can do is connect them to someone who is.

MHS Recruitment & Admissions Counselors are experienced in supporting families through this process, including working alongside referring professionals like yourself. They can answer questions, provide materials, and follow up with families directly.





KEEP THE CONVERSATION GOING

See what a day looks like
mhskids.org/day-in-the-life

Take a virtual tour
mhskids.org/virtual-tour

Hear from students and families
mhskids.org/panels

Start the process
mhskids.org/FirstStep