School News

Share school news with parents including events, renovations, new technology or recent achievements.

Subject Line:
School news & classroom updates

Recommended Template:
School News

Call-to-Action:
• See full details
• Watch videos / see photos
• Share with friends and family

Business Result:
• Build connection with parents
• Increase event attendance

Suggested mailing schedule:
Once a month or once a week throughout the school year, depending on how often you have new updates to share with parents.
School Calendar
Highlight important dates and events coming up in the near future to encourage involvement and keep parents informed

Subject Line:
Mark your calendars: Upcoming events schedule

Recommended Template:
Basic Letter

Call-to-Action:
• See all tips
• Share with friends and family
• Become a volunteer

Business Result:
• Inform and engage parents
• Increase attendance at events
• Reduce phone calls to administration
• Gain more volunteers

Suggested mailing schedule:
Once a month

Event or Fundraiser Promotion
Share information about upcoming events like a PTA booster, fundraiser, sporting event, or volunteer opportunity

Subject Line:
Reminder: Important event registration

Recommended Template:
Event RSVP Request

Call-to-Action:
• Mark your calendar
• See full event details
• Share with friends and family

Business Result:
• Increase attendance at events
• Gain more volunteers

Suggested mailing schedule:
4 Weeks before - Announce event
2 Weeks before - Event details and registration reminder
1 Day before - Final event reminder