

Train your parents to read your newsletter

Creating routine and reliability

“I love, love, love my school's newsletter. I love having everything I need to know that week in one place. I love getting a paper copy every Monday and an email. I use both of them all week.”

Lynda Balkan, parent

If your school has not had an effective newsletter in the past it will take a little training with parents and teachers to ingrain that habit. Here's how.

**Distribute your newsletter
once a week,
on the same day,
with all news here and only here**

Remember the bad old days before Frank the Hedgehog came to live in your inbox? Did you appreciate being bombarded at the whim of whoever was sending the message du jour? Why would your parents be any different?

Additionally, if you are giving parents information on an ad hoc basis you can't realistically hold them accountable for missing something. How did they know to look for it?

Send home a paper copy and a digital one

Best practice: Send a hard copy home, email a link or pdf, and add a pdf to a newsletter archive on your website.

I don't recommend using FaceBook as the digital version. Social media (e.g. FaceBook) should focus on photos, fun and good news—not reminders and logistics. The exception: event announcements and invitations. For example, I would post an invitation to the spring music concert but not all the reminders about what uniform the kids need to wear, how early they need to arrive, where they will be meeting to practice, etc.

Start training at your back to school event--then keep it up during the year.

Make a promise to parents at your back to school event that you will send them