
Mail a welcoming letter to all parents

Surprising parents (pleasantly) with a mid-summer letter

“There are no traffic jams along the extra mile.”

Roger Staubach

Yes, this is the middle of summer, many of your families are away on vacation and no one expecting to hear from you. But great customer service is based more on many little, unexpected and pleasant interactions than the one big, dramatic gesture.

Make this personal

Please use mail merge so these are addressed personally to each family. The point of this message to be personal and welcoming. A pre-printed letter with a handwritten name in the salutation will defeat the purpose.

Make this friendly, not informational

The goal for this letter: tell parents how much you appreciate them and look forward to seeing their kids and them next school year. This should be both your opening and closing sentences.

Do remind them of the date, time and place for your Back to School event

This is the one exception to the not informational rule. Keep it short and focus on "I'm looking forward to seeing you."

What? You don't have a Back to School event scheduled? Then get it scheduled. Please.

Do invite them to refer a friend

I suggest starting this paragraph with something like...

“Our school thrives when wonderful families like yours join us. We are looking forward to a great year and still have room in grades x, y and z. If you know a family who is either looking for a new school or just hasn't been thrilled with their current schooling choice, we'd love to hear about them.

“If you get their permission and share their contact information with me, I promise I will not try to ‘hard sell’ them on our school. But I have started offering Education Success Consults for members of our community. In these, I ask parents about their educational goals for their children and then try to help them find the best options in our community—whether that is our school or not.”

Do let them know the best way to get in touch with you this summer

Most of you do not have someone sitting by the phone and computer full time over the summer. So let parents know what is the best way to reach you between now and the start of school.

Delegating:

You can ask a friendly writer to draft your letter. And you can have someone set up the mail merge so each letter is addressed to each family, print them out, print and stuff the envelopes, stamp and mail them. But you need to sign each of them personally.

Binder tab: July

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?