

## Re-Enrollment Communications Templates

January 2024

**Purpose:** This suite of communications templates is designed to assist in managing the re-enrollment process. The templates include emails and text messages that can be customized depending on the family/student's status.

**Timing:** Begin the re-enrollment planning and communication process at least one month before the window launches. This includes personalizing the templates below, building them in the appropriate communication system(s), and preparing recipient lists.

### Templates:

#### Status = All Families

These messages should go to all families.

Send 2-4 weeks in advance of the re-enrollment window launching.

Subject: Re-Enrollment For [SCHOOL NAME] Starts In [MONTH]!

Dear [PARENT FIRST NAME],

Thank you for sending your child to [SCHOOL NAME] and entrusting us with their education this school year. We hope you and your family will join us again next year! It's almost time for re-enrollment for the [YEAR] school year.

Re-enrollment is the process in which all current students and families in [GRADE LEVELS] are asked if they will return to [SCHOOL NAME] for the next school year. Once confirmed, families need to update their contact information, proof of residence, health history, transportation needs, and other information. through our re-enrollment system.

The window to re-enroll is: [INSERT DATES]. Once the window opens, you can visit our re-enrollment web page at [LINK] to complete the process.

Completing the re-enrollment process will secure your child's seat for the <YEAR> school year.

Forgot your username/password? Click "Forgot Username/Password" and follow the steps to reset. Please do not create a new account!

Is your family moving? Check out the internal transfer web page at [LINK] to learn your steps.

Your partner in education,  
[SCHOOL NAME]

Corresponding SMS Message: The window to re-enroll at [SCHOOL NAME] opens on [START DATE]! Visit [LINK] for details on securing your child's seat for next year.

Send at 8 am local time the day the re-enrollment window opens.

Subject: It's Time to Re-Enroll at [SCHOOL NAME] for [YEAR]!

Dear [PARENT FIRST NAME],  
Re-enrollment for the [YEAR] school year at [SCHOOL NAME] is now open! Completing the re-enrollment process ensures your child will have a spot at our school next year.

Complete the process online by visiting [LINK]. The re-enrollment window opened today and closes on [END DATE]. Be sure to re-enroll in time!

Forgot your username/password? Click "Forgot Username/Password" and follow the steps to reset. Please do not create a new account!

Is your family moving? Check out the internal transfer web page at [LINK] to learn your steps.

Thank you for your continued trust in [SCHOOL NAME] for your child.

Your partner in education,  
[SCHOOL NAME]

Corresponding SMS Message: Re-enrollment for the [YEAR] school year at [SCHOOL NAME] is now open! Complete the process by [END DATE] to secure your child's seat next year at [LINK].

### Status = Undecided

These 4 messages should go to all families who have not yet re-enrolled after the first two messages went out. Each message will have the same core content with varying subject lines and leading sentences.

Send them in a ~weekly sequence beginning one week into the re-enrollment window.

Subject 1 of 4: Will [STUDENT FIRST NAME] be attending [SCHOOL NAME] in [YEAR]?

Subject 2 of 4: 2 weeks left to re-enroll at [SCHOOL NAME]!

Subject 3 of 4: 1 week left to re-enroll at [SCHOOL NAME]!

Subject 4 of 4: 1 day left! [STUDENT FIRST NAME] must re-enroll by tomorrow!

Dear [PARENT FIRST NAME],

Leading Sentence 1 of 4: In case you missed it: [SCHOOL NAME]'s re-enrollment window for [YEAR] is now open.

Leading Sentence 2 of 4: It's time to re-enroll! Only 2 weeks left.

Leading Sentence 3 of 4: 1 week left to re-enroll!

Leading Sentence 4 of 4: 1 day left to re-enroll! Act now to secure your [STUDENT FIRST NAME]'s seat!

Body Copy For All Emails:

Here's what you need to know about re-enrollment:

- Who: All current students and families in [GRADE LEVELS].
- When: The re-enrollment window is now open and closes on [END DATE].
- Where: Complete the process online at [LINK].
- Why: Re-enrolling secures your child's seat for [YEAR] and helps us plan for the upcoming school year.

- How: Update contact information, proof of residence, health history, transportation needs, and more through our system.

Forgot your username/password? Click “Forgot Username/Password” and follow the steps to reset. Please do not create a new account!

Is your family moving? Check out the internal transfer web page at [LINK] to learn your steps.

Your partners in education,  
[SCHOOL NAME]

Accompanying SMS Messages:

1 of 4: In case you missed it: [SCHOOL NAME]'s re-enrollment window for [YEAR] is now open.

Complete the process online before [END DATE] at [LINK].

2 of 4: It's time to re-enroll! Only 2 weeks left to guarantee your child's seat at [SCHOOL NAME] next year. Re-enroll online at [LINK].

3 of 4: 1 week left to re-enroll! All current families must re-enroll to secure their seat for next year. The process takes less than 15 minutes online at [LINK].

4 of 4: Final reminder! Only 1 day left to re-enroll online at [LINK]. Act now to secure your child's seat for next school year.

### Status = In Progress, Not Complete

This message should go out to all families who have started the re-enrollment process but not completed it. Think of this as a friendly nudge to complete the process.

Send weekly on a recurring basis during the re-enrollment window.

Subject: Finish Your Re-Enrollment for [YEAR] at [SCHOOL NAME]

Dear [PARENT FIRST NAME],

We noticed that you started the re-enrollment process for [STUDENT FIRST NAME] at [SCHOOL NAME] but haven't completed it yet. We're here to help you finalize this important step to ensure [STUDENT FIRST NAME]'s place for the [YEAR] school year.

Here's a quick reminder:

- Who: This is for all our current students in [GRADE LEVELS].
- Deadline: The re-enrollment window is open until [END DATE].
- Where to complete: Visit [LINK] to finish the process.
- Why it's important: Completing re-enrollment confirms [STUDENT FIRST NAME]'s spot for the upcoming year and helps us with our planning.

Forgot your username/password? Click “Forgot Username/Password” and follow the steps to reset. Please do not create a new account!

Is your family moving? Check out the internal transfer web page at [LINK] to learn your steps.

Your partner in education,  
[SCHOOL NAME]

Accompanying SMS Message: Complete re-enrollment for [STUDENT FIRST NAME] at [SCHOOL NAME] for [YEAR]. Finalize at [LINK] before [END DATE]. Need help? Contact us at [XXX-XXX-XXXX].

### Status = Completed

This message should go to all families once they complete the re-enrollment process.  
Send immediately upon completion.

Subject: Thank you for re-enrolling at [SCHOOL NAME] for [YEAR].

Dear [PARENT FIRST NAME],  
Hello! This message is to confirm that you have successfully re-enrolled [STUDENT FULL NAME] for [GRADE LEVEL] grade at [SCHOOL NAME] for the [YEAR] school year.

Your re-enrollment is now being verified. Once your re-enrollment is verified, you will receive an email confirmation.

Thank you for entrusting us with your child's education. We can't wait to continue their academic journey together!

Your partner in education,  
[SCHOOL NAME]

Accompanying SMS Message: You have successfully re-enrolled [STUDENT FULL NAME] for [GRADE LEVEL] grade at [SCHOOL NAME] for the [YEAR] school year. Once verified, you'll receive another notification.

### Status = Verified

This message should go to all families once their re-enrollment is verified.  
Send immediately upon verification.

Subject: Your child's re-enrollment has been verified.

Dear [PARENT FIRST NAME],  
Congratulations! This message is to confirm that [STUDENT FULL NAME]'s re-enrollment for [GRADE LEVEL] grade at [SCHOOL NAME] for the [YEAR] school year has successfully been verified.

No further action is required. We're grateful that you've decided to continue this journey with us.

Your partner in education,  
[SCHOOL NAME]

Accompanying SMS Message: [STUDENT FULL NAME]'s re-enrollment for [GRADE LEVEL] at [SCHOOL NAME] for the [YEAR] school year has successfully been verified. No further action is required.

### Status = Not Returning

This message is for families who have indicated in the online portal that they will not be re-enrolling their child for the next school year.  
Send immediately upon their decline.

Subject: We're sad to see you go!

Dear [PARENT FIRST NAME],

We have received your notification that [STUDENT FIRST NAME] will not be re-enrolling at [SCHOOL NAME] for the [YEAR] school year. We respect your choice and wish [STUDENT FIRST NAME] the very

best in their future endeavors.

A few important notes:

- Records transfer: If you require any assistance with transferring [STUDENT FIRST NAME]'s records to a new school, please contact us at [SCHOOL CONTACT INFO].
- Reconsideration: Should your circumstances change, or if you reconsider your decision, please feel free to reach out to us. We would be happy to discuss the possibility of [STUDENT FIRST NAME]'s return.

Thank you for being a part of the [SCHOOL NAME] community. We've valued the time [STUDENT FIRST NAME] spent with us.

Your partner in education,  
[SCHOOL NAME]

Accompanying SMS Message: This message is to confirm that [STUDENT FIRST NAME] will not be re-enrolling for next school year. Need to get in touch with us? Reach out at [XXX-XXX-XXXX].