

# HOW TO EFFECTIVELY EMAIL PARENTS/GUARDIANS ON BEHALF OF YOUR GROUP

Make it easy for everyone.



1

## WRITE TO A NEWBIE

Write every email as if it's to a parent/guardian who has never participated in your group before. The experienced recipients will ignore if they want, and first timers will really appreciate being brought up to speed.

2

## ASSUME THEY DON'T KNOW

Assume that no one you're writing to knows what you know. Assume they want and need to know what you know, and tell them.



3

## BE EXPLICIT

Lay out time commitments, provide relevant addresses and dates/times of major events, volunteer expectations and demands on their children.

4

## INCLUDE THE WHY

Always explain why parent/guardian help is important or even essential to the functioning of your group and to their children's experience. Including the why makes it easy for parents/guardians to meet the group's needs. ("Why" does not = simply stating that their help is important. "Why" = actually explaining why and how it is important.)



5

## RESPECT PARENTS' TIME

Parents/guardians are juggling their kids' schedules, their work obligations, their family needs, and more. Give them everything they need so they can make room for your group in their lives, especially if you'll rely on them to volunteer.

6

## MAKE IT FUN

Provide easy opportunities for parents/guardians to connect with each other and you will strengthen your group in all kinds of ways. Happy, engaged parents make your job so much easier.



7

## ASSUME IT'S HARD

Write as if all parents/guardians have less time than you, less help than you, more struggles than you.

8

## SAY THANK YOU

Thank parents/guardians early, and thank them often. They may be moving mountains without you knowing to keep their kids involved with your group.