

Sample ParentSquare Announcement for Staff

Please create a copy of this document to make edits to the text.

How to use this template:

- **Who it's for:** Send this announcement to your staff to let them know that your organization is adopting ParentSquare and provide an overview of the reasons why, what to expect, and resources for onboarding
 - **Recommended channel:** Email
 - **Customize:** This highlight indicates placeholder text and examples to update with your information, but feel free to make any changes you'd like!
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Subject: Introducing ParentSquare: A new platform for unified school-home communication

Dear [Staff/Faculty/Team],

We're excited to announce that [District Name] is launching ParentSquare as our new district-wide communication platform. This move brings all school, district, and classroom communication into one place, making it easier for staff to connect with families and for families to stay informed and engaged.

Why we're making this change

[Briefly describe what your district has used in the past and why you're making the switch. Feel free to modify or replace the example below.]

We've heard your feedback about the challenges of using multiple tools to communicate with families. With ParentSquare, we're simplifying our systems, improving consistency, and creating more opportunities for meaningful engagement across every school and classroom.

ParentSquare is already set up for you, with your school and class rosters preloaded to minimize setup time and help you get started quickly.

What you can do with ParentSquare

ParentSquare offers an easy-to-use platform where you can:

- Create posts and send messages to families
- Communicate in their preferred language with built-in two-way translation
- Post calendar events and request RSVPs
- Share forms, files, and permission slips
- Schedule conferences and appointments

- Set up volunteer and wishlist sign-ups
- Track message reach and engagement
- And more—all from your computer or mobile device

What this means for families

Families will begin receiving school and district messages via email, app, voice, or text. Those who activate their accounts can also reply to messages, fill out forms, view photos, manage notification preferences, and more, all in one place.

Training and support

You'll have ongoing access to resources to help you succeed with ParentSquare:

- [Live and recorded training webinars](#) (login required)
- Self-paced courses via [ParentSquare Academy](#) (login required)
- [Templates and flyers for family outreach](#)

You can also join the [ParentSquare User Group on Facebook](#) to connect with other educators and share ideas, questions, and feedback.

We're looking forward to all the ways this platform will make communication simpler and more effective, for both you and the families you serve. Thank you for your partnership as we roll this out district-wide.

Sincerely,

[Name]

[Title]

[District Name]