

GETTING STARTED GUIDE

FOR SCHOOL ADMINS

1. Welcome to Konstella
2. Roles & Privileges
3. Groups
4. First-Time Set-Up
 - Invite a Small Group Before Inviting All the Parents
 - Create an Account for Your Board
 - Create a “Test Drive Konstella” Committee
 - Link to Your Konstella Public Page from Your Parent Org Website
 - Our Donation to Your Organization
5. Year-Start Set-Up
 - Create Classrooms
 - Create Committees
 - Create Events
 - Invite Parents and Teachers
 - The Invitation Email & Registration Process
 - Invited Parents and Teachers Who Are Not Yet Registered
 - Check and Resend Invitations
 - Onboarding Best Practices
 - Teachers and School Staff Who Are Parents
6. Year-End Archiving
7. Documents to Share
8. Admin Management Features
 - Verifications
 - Users
 - Leads
 - Privileges
 - Rooms
 - Blocked Emails
 - Settings
9. Contact Konstella
10. Appendix – Invitation Letter Templates
 - Sample Letters Requesting Parents to Join Konstella from PTA
 - Sample Letter Requesting Parents to Join Konstella from Room Leads
 - Sample Letter to Room Parents

1. Welcome to Konstella

Konstella helps you build a private and secure parent community by making your parent organization more transparent to parents, while simultaneously connecting parents. Schools often had increased volunteer sign-up rates and donation participation after running Konstella. Our mission is to help you build a close-knit parent community.

Please note that this document is for Konstella School Admins.

2. Roles & Privileges

First, let's take a moment to understand the roles and privileges in Konstella.

- **School Admins** - Every school can have at most 3 admins. A School Admin can create classrooms, approve requests to join the community, enable/disable school-wide features, edit user information, and assign privileges.
- **Room Leads and Teachers** – Admins can name Room Leads. Room Leads are parents who have the same privileges as teachers. Room Leads and Teachers manage the rosters of their rooms, enable/disable features in the rooms, and set room-wide privileges.
- **Other School-Wide Privileges** – Admins can grant **school-wide** privileges to individuals (parents, teachers, and school staff). The privileges include the ability to post photos (to multiple classrooms or the entire school), post files, create announcements, events, sign-ups, and create committees.
- **Committee Leads** – Admins and users with the privilege can create committees. The creator can make certain committee positions with the “Lead” privilege. If a user signs up for a position with the Committee Lead privilege. In that case, the user will automatically gain the privilege to edit this committee, sign up for others, get notifications on sign-ups, and withdraw from the committee.

A user can have one or more of the above roles.

3. Groups

Konstella offers 4 different kinds of groups. They are classrooms, committees, social groups, and private groups.

Group members can message each other, create events and signups, and share photos and files. However, how users join the groups, and the privileges of creating the groups and managing the members are quite different among these groups.

Classrooms are associated with students. When a parent joins a room, Konstella asks for her children's info. On Konstella, a child can only be in one room. This is the case for most elementary schools. For middle and high schools where students move between rooms during the day, instead of creating classrooms, you can create grades or teams. For example, create "classrooms" such as "6th Grade", "7th Grade", or "6th Grade Red Team". If you don't think you will ever need to create announcements/events for specific grades/teams, you can simply skip creating rooms.

Unlike Classrooms, **Committees** are PTA/PTO-led volunteer groups. By showing the # of openings in every committee on one page, the Committees page allows parents to quickly see where their PTA/PTOs need help. Users can sign up for different positions. Committees have job positions. Committee members can message the group, create events and sign-ups, and share files and photos with the committee. Committee Leads can sign up and withdraw others, edit the committee, and get notified when others join and leave the committee.

Unlike Committees, **Social Groups** are typically started by regular parents. It's a great way for parents to mingle and share information. Like other groups, parents can message each other, create events, signups, and share photos and files. Parents need to join the groups by themselves. Social Group leads CANNOT add others to the group. They can only edit the group and remove members from the group. The size of a Social Group is limited to 100. Admins can edit groups to increase the limit to 1000 if needed.

Private Groups are created when users send messages to one or more parents who are not in the same group. In this case, a private group is created. Like other groups, parents can message each other, create events, signups, and share photos and files. The size of a Private Group is limited to 25.

	Rooms	Committees	Social Groups	Private Groups
Members Can	send messages, share events, sign-ups, donations, files, photos, ...			
Purpose	classrooms	groups managed by your parent board	interest-based groups created by parents	private use, not discoverable
Created by	Admins	Admins & users with/ the privilege	every user	every user
Leads	Teachers & Room Leads	Admins, creators, users who signed up for lead positions, and users added to	Admins, creators	creators

		the "Organizers" list		
Lead Privilege	add/remove users, edit group	add/remove users (sign up for others), edit group	edit group name and description	add/remove users (everyone in the group can), edit group name
Size	no limit	no limit	100 (Admins can adjust each group's size to up to 1000)	25

4. First-Time Set-Up

Welcome to Konstella! After we create your school on Konstella, we will send you (the Admin) an email invitation. Please check your inbox for the invitation email and accept it by clicking the "Join" button and completing the registration process.

Invite a Small Group Before Inviting All the Parents

Before you invite everyone in your school, it might be a good idea to try it out in a small group (e.g. your board). Before you invite your small group, please make sure you do the following things.

- Some of your board members might have tested Konstella already. For those who have not, please send the "Learn More" page (<https://www.konstella.com/learn-more.html>) to your board. This page has a 6-minute demo video that dives deep into 3 use cases. It shares some of the unique things Konstella built for parent leaders. The page also has a list of FAQs.
- You may want to create all the classrooms in your school so that parents can indicate their classrooms at registration. Click "Manage" on the left menu. Select "Rooms". [The Create Classrooms section](#) gives advice on how rooms should be created. Please read the section before creating rooms.
- We recommend that you create the parent executive board as a committee on Konstella before inviting your board members. Make sure you select your school on the left menu. Click **CREATE** at the top right corner of the page.

Create an Account for Your Board

Some parent organizations choose to create a board account on Konstella and share it among several board members. Although it is not necessary, there are advantages of doing so.

Having a board account makes all school-wide communication come from one account.

Parents will get emails from the “Green Valley PTO via Konstella” instead of getting notifications from individual parent leaders.

The drawback of having a board account is that you will need to share the account with many individuals.

To create a board account, just click the “**Invite**” button on the left menu to send an invitation to the email you decide to use. In the registration process, set the First Name field as your school name and Last Name as the type of your board (e.g., First Name – “Green Valley”, Last Name – “PTO”). You can then add the board account as an Administrator on your [Manage School -> Leads](#) page. Please note that you can only have 2 Admins in your school.

When your committee chair wants to create a school-wide announcement or sign-up sheet, she can sign in to the board account.

Create a “Test Drive Konstella” Committee

Creating an event for a classroom/a grade/ the entire school for the first time could be daunting for some parents.

You might want to create a “Test Drive Konstella” committee so that other organizers can join the committee, create announcements, sign-ups, and events, send each other messages, and share photos and files in the committee to get themselves comfortable with Konstella.

Remind parents to leave the committee when they are done with testing so that they don’t get unnecessary notifications when others are testing out Konstella.

Link to Your Konstella Public Page from Your Parent Org Website

If your school/organization has a public-facing website, your webmaster can embed the Konstella registration links on your website. Your webmaster can retrieve the embed code from <https://www.konstella.com/embed-buttons.html>.

Alternatively, you can link to your Konstella Public Site from your website. Your Konstella Public Page only contains public info, such as school-wide announcements, and does not contain any personal information, such as who the volunteers are.

You can find your Konstella Public Site URL from the “School” Info section under the “[Manage School -> Settings](#)” page.

5. Year-Start Set-Up

Parents who are already registered do NOT need to re-register every year. Incoming parents who do not have Konstella accounts need to be invited. Before you invite incoming parents to Konstella, please follow the steps below to make sure they have content to browse after they register.

Create Classrooms

Click the “Manage” button on the left menu. Then, click the “Rooms” tab. It will take you to the same page.

Enter a room name (e.g. “Room 1” or “Room – Ms. White”) and its grade. Repeat until you’re done.

Please note that names like “Ms. White” could be confusing. We suggest “Room - Ms. White” or “5th Grade - Ms. White” so that users won’t confuse rooms with teachers when sending messages.

For elementary schools, please just create home rooms, and do not add PE, Music, etc, as students can only be added to one room.

For middle and high schools where students move between rooms during the day, instead of creating classrooms, you can create grades or teams in grades as rooms. For example, create “classrooms” such as “6th Grade”, “7th Grade”, or “6th Grade Red Team”.

Create Committees

If you have information about your PTA/PTO committees, we recommend that you also create them on Konstella before inviting parents. For example, you can create your PTA executive board Committee, and committees for events, programs, and clubs, where you can create positions for leads and others. Click “**Join a Committee**” on the left menu. Locate the **Create Committee** button. Set the number of committee members you would like on your committee. Since you don’t want to notify parents about the committee, just choose “Publish”, not “Publish and Notify”. After you create the committee, use the “sign up for others” link to sign up committee members.

All the announcements, events, sign-ups, messages, files, and photos you create for the committee will only be accessible to the committee members.

Create Events

Create events such as 1st day of School and the Early Dismissal day. From your home page, click on your school in the left menu. Click **Create** on the right menu. Find a **One-Time Event** or **Recurring Event**.

Invite Parents and Teachers

For parents and teachers who are not yet registered on Konstella, you may want to invite them before the school year starts. Find the **invite button** on the left menu under your name. There are four different methods of inviting parents and staff to join your Konstella network.

- **Email Invitation**

You can simply invite parents and teachers by entering their email addresses. We take email addresses in many different forms (e.g., a@b.com, John Smith <a@b.com>, line-separated emails, comma-separated emails, etc.). You can also add a message to your invitation. Invited parents and teachers will be automatically approved to register at your school via the Join buttons in the invitation emails they receive.

- **Request to Join**

You may not have the email addresses of the incoming parents. One option is to ask these parents (parents only, not teachers) to come to Konstella.com and “Find Your School” by filling out a simple form located in the top right-hand corner. Their Room Parents and you (the Konstella Admin) will get consolidated email notifications. Any one of you can approve the requests. Parents will then be able to complete the registrations via the approval emails they receive. Approve requests on your [Manage School](#) page.

- **At Back-to-School Night**

The Back-to-School Night App is deprecated.

- **By Secret URL or Code**

In large events, such as the very first principal's coffee or the PTA welcome breakfast, you can allow parents to register on the spot by generating a secret invitation code for your school. Click on the **By URL/CODE** tab and generate a secret code for your school. Parents can download the Konstella iPhone/Android App and enter the code to complete the registration on their phones. You can download a poster/flyer that we generate for you and post it at the event.

Alternatively, you can send a secret URL to parents (e.g., print it on a flyer that students bring back home). Parents who come to this URL can register on Konstella without your explicit approval. Please note that the URL is case-sensitive.

Moreover, if you have an internet connection on campus, at large events, or on your laptop/tablet, you might want to load your browser with the secret URL for parents to enter their email addresses and receive invitations.

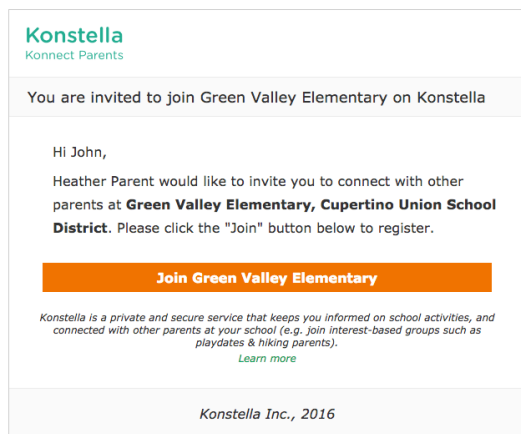
- **Parents Who Do Not Own Email Addresses**

As an Admin, you can create accounts for parents who do not own email addresses on your [Manage School -> Users](#) tab. Once you create an account, you can share the username and password with the parent. He can then log into the account and change the password on his [Account Settings](#) page.

Please note that the only way to invite school staff and teachers is via the Email Invitation method. Other methods apply to parents only.

The Invitation Email & Registration Process

No matter which method you choose to invite your parents, they will receive invitation emails. The big orange Join Button in the email initiates the invitation process. By clicking the Join Button and completing the registration process, the parent's email address is validated.



The first screen is to set a password.

1 Sign up >

2 Children & Roles

Welcome to Konstella!

A private and secure service to better connect parents

Join as a Parent

Email

jb@jb.com

Parent First Name

John

Parent Last Name

Bouchard

Password

We take your privacy seriously. Please take a moment to read our [privacy policy](#).

Sign Up

[Terms](#) | [Privacy](#)

The second screen is to enter the children's names, classrooms, and her relationships with the children. The parent can leave any field blank, including children's names.

1 Sign up >

2 Children & Roles

Welcome to Konstella!

Keep your school secure! To help parents at your school identify you, please provide the information below. Skip your child's names if you would not like to share them with the community members at your school.

Child First Name

Last Name

Relationship to Child

Sele... ▼

School

Green Valley Elementary

Classroom

Select ▼

+ Add Child

Next

If you've marked "Ask Parents for Contact Info at Registration" on your Manage School -> Settings page, the parent will be shown a third screen, asking her to fill out her contact info and preference settings. Again, all the fields are optional.

Directory Info

The Parent Organization at Green Valley Elementary requests that you enter your contact information & privacy preferences in Konstella. Konstella is used for school and classroom events, volunteering, general communications and to connect you with other parents in our community! --

Contact Info

Phone 1

Phone 2

Street

City

State

State

Zip

Country

USA

Privacy

Show my email to parents in my school(s)

Show

Show my phone number to parents in my school(s)

Show

Show my address to parents in my school(s)

Show

Allow sharing my children's photos on Konstella

Yes

Save

If the parent clicks the Join button from her mobile phone, the registration steps are the same except that they are completed on the Konstella iPhone/Android apps. If the app has not been downloaded, the parent will be asked to download the app before completing the registration. Based on the version of the operating systems, the steps to download the app and initiate the registration process are slightly different.

The registration steps for staff and teachers are slightly different. They won't be asked for their children's info. Instead, they will be asked to choose between a classroom teacher and a school staff member.

Invited Parents and Teachers Who Are Not Yet Registered

Even if a parent/teacher does not register, as long as she is invited to her school (or her classrooms) on Konstella, she will get all the school (or room) emails and can respond to rsvp events and one-time sign-ups directly from the email. However, unregistered parents will not be able to log onto the Konstella website or the mobile apps, hence cannot browse parent directories, view other volunteers, or participate in social groups.

The emails sent to unregistered parents are a bit different from the ones sent to registered parents. At the bottom of every email, the unregistered parent will see a Register button and an opt-out link until she completes the registration.

Konstella
Konnnect Parents

Party Helpers Needed
Room 1 - Mrs. Potter

Nov

25

Fri

When: Fri, Nov 25 10:00am-1:20pm
Where: Room 1 - Mrs. Potter

We need 5 volunteers to set up the classroom party.

[View on Konstella](#)

Decoration

Fri, Nov 25 10:00am-10:20am

3 openings

Sign Up

Clean Ups

Fri, Nov 25 1:00pm-1:20pm

2 openings

Sign Up

To ask the organizer a question, simply reply to the email.

Konstella Inc., 2016

You have not registered at Konstella. Please complete your registration below.

Register at Konstella

[I would like to stop receiving emails from Konstella](#)

Check and Resend Invitations

To find the list of your outstanding invitations (i.e., invitations that have not been accepted by recipients), just go to the Directory by clicking your school on the left menu and Directory on the right. The last tab, “Invited Users”, shows the list.

Clicking the green Actions button allows you to resend the invitations to everyone.

Notice that when you are on the Classrooms tab in Directory, you have the option to browse classrooms in a dropdown menu. The last option on the dropdown is the list of parents who are not in any classrooms. When you select that, you will see a “Send Email to All” button that allows you to send an email to all the parents who are not in any classrooms and ask them to place themselves into the right rooms.

Onboarding Best Practices

In the very first year of running Konstella, asking all the parents to register on Konstella may seem like a daunting task. We've seen many schools execute it perfectly. Over the years, we have collected some tips to help you onboard parents.

1. Turn on the "Ask for parents' contact info at registration" toggle button. When it's turned on, parents will be given a chance to enter their contact info and set up their privacy preferences at the time of registration. The button can be found on your Admin page. Click "Manage" on the left menu. Select the "Settings" tab. It's under the "Features" section.
2. If you happen to have parents' email addresses, we recommend Email Invitations. It is the easiest way to invite parents. Before sending out the invitations, you might want to email parents directly to give them a heads-up. Please refer to the Email Template in a later section of the document.
3. If your parent organization does not have parents' emails, but your school has a way to reach out to parents, we suggest that you create a secret URL and ask your school staff to send out the secret URL to parents either by email or on paper flyers.
4. Instead of making it an option for Room Leads to use Konstella, we strongly suggest you make it a requirement. Ask Room Leads to try it at least for a year. If your parent organization runs Konstella, but the rooms do not, parents will end up dealing with one more tool (i.e., Konstella) besides the set of tools they are already asked to use. It defeats the purpose of deploying Konstella at your school.
5. Although almost all of the schools running Konstella today have teachers on Konstella, almost all the schools started with parents only. We recommend the same approach if you're thinking about inviting your staff. Teachers often have their own ways to communicate with parents. It'd be a much smoother process if later teachers get to know Konstella from happy parents and request to join.
6. Sometimes it works better when Room Parents invite parents directly to their rooms, as parents might know their Room Parents personally or recognize their names. Before you ask Room Parents for help, make sure you've created the classrooms and have assigned the Room Leads under the Manage School -> Leads tab. Please refer to the Email Template in a later section of the document.
7. Signing up parents in large events works very well, too. Bring one or more tablets or phones to campus. Open a browser window on the device. On the browser, go to the secret invitation link you generated on Konstella. Depending on the size of the event, you can run one or more devices simultaneously. Parents just need to enter their email addresses and can complete the registrations from the generated invitation emails when they get back home (or right away on their phones). Please note that this method requires an Internet connection on campus.
8. Offer incentives (e.g., one extra scoop at the Ice Cream Social for students whose parent(s) are registered, or an extra 15 minutes of recess for classrooms with 100% parent registration)
9. Always ask Room Leads to make sure everyone in the room is registered on Konstella.

10. One of the recent schools used various methods of getting their school community on board, including a very cool Facebook video post sharing why Konstella and what Konstella offers.
11. Here is a visual for your community.



Find our school on Konstella.com to be in the communications loop

Some schools got 90% of families registered in 3 weeks. Others had 45% registered in a year. The results vary depending on many factors. Even with only 45% registrations, the schools were happily running Konstella. Just like registered parents, invited-but-not-registered users get all the (school and room) emails and can sign up for most volunteer jobs from their emails. The organizers can see if the email has been opened, even if the parent has not registered on Konstella.

Let us know what works for you. We'll share with other schools.

Teachers and School Staff Who Are Parents

For a teacher/staff member who is also a parent at your school, please invite her as a staff member by using her work email and as a parent by personal email. With two accounts, she can separate her work emails from her personal emails.

The staff member can always link her parent account to her staff account. This action can be performed by clicking her name at the top left corner and selecting “Switch Account” from the dropdown menu on the website. Linking the accounts allows the user to switch accounts with a simple click. Please note that the “Switch Account” link is not available in standalone parent accounts.

6. Year-End Archiving

Please review the [Archiving document](#).

7. Documents to Share

Your Room Lead and Teachers might find the [Getting Started Guide for Room Leads](#) document helpful.

Not all the schools found it necessary. However, if you’d like to, you can always share [the one-page Cheat Sheet](#) with your parent leaders.

You might want to share the [Sales and Donations](#) document with your fundraising team.

The Sponsorship feature allows you to post your sponsor info on the Konstella website and the mobile apps. You might want to share [the Sponsorship document](#) with your fundraising team, too.

You will find the [Archiving document](#) helpful at the end of a school year when you archive last year’s content, graduate parents, and get ready for a new school year.

8. Admin Management Features

There are quite a few management features available to you in the **Manage** section. Click on the **Manage** button. Familiarize yourself with the administrative features.

Verifications

For users who were not invited by email but requested to join your school from Konstella's landing page, you and the Room Leads will get digest email notifications at night. Either you or their Room Leads can approve the requests. This page lists all the requests that are waiting for your approval. Unlike the Admins, the Room Leads, and the classroom teacher do not have access to this page. Instead, they can approve the requests on the Room Management page by clicking the Manage button.

On the same page, you can view how each user joined your school by clicking the "View Verification Log" link.

Users

This section has two sections.

The first section allows you to create new user accounts without providing an email address.

The second part allows you to edit parents' and students' names, move students between rooms, change parent to staff (or staff to parent), and remove users from the school.

Please note that when you create a new child of a parent or edit an existing child's name, Konstella will match the new names with existing child names in the system. If a match is found, Konstella will prompt you to select between "merge child" and "create new child".

Leads

This section allows you to assign School Admins and Room Leads.

You can have up to 3 Administrators. It's not necessary to have more than 3 Admins, as Admins can assign privileges to others. For example, Admins can allow an unlimited number of users to create school-wide Events. In our experience, having more than 3 will only create chaos when Admins do not know what the others are doing.

Add room parents as Room Leads. You do not need to add teachers because they automatically gain the privilege as they join a room. Your Room Leads can enable/disable room-wide features and manage room rosters.

Please note that a parent must be in the room before you can add them as a Room Lead.

Privileges

Since your school will have 3 administrators, it will be challenging to post and manage all events, announcements, and sign-ups. We advise that you assign some of those privileges to other parent leaders in your community. The privileges include

- Create school-wide announcements, events, and sign-ups
- Create school-wide albums and upload photos
- Create school-wide folders and upload files
- Create committees

You can always remove or reduce the privileges.

Rooms

This section allows you to add, edit, and remove classrooms.

Blocked Emails

This section allows you to see to whom we are not sending emails. Click on the “?”s to learn how Konstella helps you maximize your email delivery rate.

Settings

In Settings, you can

- Upload the school logo (if your school has a premium account)

- Check your storage usage

- Enable or disable Features such as

- Ask parents' contact info at registration
- Web translator
- Weekly digests of upcoming updates
- Photo sharing
- School-wide discussions

- Archive your current year (For more information on Archiving, please review the [Archiving document](#).)

9. Contact Konstella

Please don't hesitate to reach out for any questions or suggestions.

Once logged in, you can always reach us via the “?” link at the lower right corner of every page.

Or, email us at feedback@konstella.com

10. Appendix – Invitation Letter Templates

Please use the email templates below as needed.

Sample Letters Requesting Parents to Join Konstella from PTA

Sample 1<contributed by Ralston Elementary, Golden, Colorado>

Dear [Your School] Community,

We are excited to launch a new, secure, and private parent communications platform for [Your School] families called Konstella. This user-friendly platform offers a website, an iPhone app, and an Android app, and includes:

- PTA and school-wide announcements
- Classroom updates
- Event reminders (syncs to calendar)
- Volunteer sign-up opportunities
- Private messaging
- Searchable directory
- Social groups and committees
- Sales and donations
- File and photo sharing

To get started, please accept the Konstella invitation that is headed your way from [Your Organization]. Or, you can generate an invitation email from [the secret link you generated from <https://www.konstella.com/app/invite/code>]

Below are two short video overviews of Konstella and a one-page Cheat Sheet to learn more about Konstella.

- [2-minute high-level video](#)
- [6-minute video](#) deep dives into 3 features
- [One-page cheat sheet](#) that helps you navigate

Our hope is that Konstella will streamline and centralize previous means of communication to create a great experience for everyone in our [School Name] community. We look forward to hearing what you think about it!

Sincerely,
[Your Organization]

Sample 2 <contributed by PS 10, Brooklyn, New York>

Dear <school> community,

The <school> community is becoming more active with lots of events, messages, initiatives, volunteer opportunities, and activities. To help keep everyone informed in the most effective way possible, the <school> PTA/PTO is now utilizing a new communications platform called Konstella. This system will allow the PTA/PTO to reach the school community digitally and on the go. The system has many features that we hope you will take advantage of, such as committee signups, parent groups, room parent center, calendaring, volunteer sign-ups, and announcements.

Web registration

To get started with Konstella, simply click <your unique URL link>, which will take you immediately through the registration process. Note that the link is case-sensitive and will expire on <date>.

Alternatively, you may log on to the website at <https://www.konstella.com>, select 'Find Your School' in the upper right-hand corner, and start to type out the first few letters of <school>. Your school will automatically populate. Your request will be routed to your Konstella Admins and Room Leads for approval.

Mobile app registration

To register for the mobile app – download the iOS or Android App (konstella), tap on register, enter the invitation code <code>, and then tap on join in your confirmation email. Details on registering for the free service are also in your child's yellow folder.

While we may still need to send home flyers, we hope that this new system will help ease the amount of paper used at school and streamline the number of emails you receive about [Your School] events and initiatives.

We look forward to keeping you informed and helping our community grow!

Best regards,

<PTA>

Sample Letter Requesting Parents to Join Konstella from Room Leads

Dear Parents,

Welcome to <classroom>!

We are very pleased to be able to communicate with you about all our classroom events, activities, sign-ups, and announcements through our school's secure communication platform, Konstella.

Please follow the registration link in this invitation and enter your information. You will be prompted to enter your password as well as add a child. For those of you with multiple children in our school, be sure to add all of them, and add the correct child to our classroom. You will also be able to set up your privacy preference.

We also recommend that you download the Konstella app so that you can receive instant notifications through the app. Konstella has an amazing feature that allows you to sync your calendar with your Google, iPhone, or other online calendars. This way, you will not miss any school-wide or classroom events.

If you have any questions, please do not hesitate to send me an email.

We look forward to communicating with you all on Konstella.

Your Classroom Parent(s)

<name(s)>

Sample Letter to Room Parents

Dear Room Parents,

We are launching Konstella, a web and mobile single communication platform that provides parents with a one-stop place for school-wide and room-wide events and sign-ups.

We ask every Room Parent to consider using Konstella for their classroom needs. You will be able to send out classroom announcements, events, and volunteer sign-up sheets, and will reach every parent in your classroom, whether through the website or the very convenient mobile apps. Konstella will also allow you to see which parent has opened your post, and you can always send another reminder to those who have not.

Parents will be able to respond to your activities, search the school and classroom directories, and send messages if they wish. They will also be able to sync the school and classroom calendars with their personal calendars.

Our <PTA/PTO> will be leveraging Konstella's platform throughout the school year, and I hope you can find ways to use it in your classroom.

Families Need to Join the <your school name> Community on Konstella ASAP

We are requesting your assistance in inviting families to join the community. The most efficient way for someone to join is to be invited by a Room Lead (you).

- Once we add you as a Room Lead, you can invite parents by clicking on the "Invite" button on the left menu.
- Select your classroom as the "Target" in the "Invite to" field.
- Select "Parents" in the "User Type" field and enter the email addresses of your families. You can copy the email addresses from a spreadsheet and paste them into the invite section.
- You have the option to enter a personal message and I am attaching a message that you are welcome to copy and paste for invitations.
- When parents begin to register in your classroom, you can verify that they have added the correct student in your classroom by clicking the "Manage" button on your left menu.

Thank you so very much in advance for your support. I am confident that once you have experience with Konstella, you will appreciate the benefits it provides in your role as a Room Parent.

On behalf of your <PTA/PTO>