

Student Attendance Toolkit

Use this toolkit to plan communications, such as social media, emails, newsletters, blogs, podcasts, and website content to your audience about this NYC Public Schools campaign. Please note that advertising collateral and horizontal videos are available in the thirteen languages covered by NYC Public Schools.

September is Attendance Awareness Month, an opportunity to highlight the importance of showing up to school every day. Regular attendance helps students stay connected to learning, their peers, and their school community. Because attendance is influenced by many factors, NYC Public Schools (NYCPS) is committed to partnering with families and communities to address challenges and ensure students have the support they need to succeed.

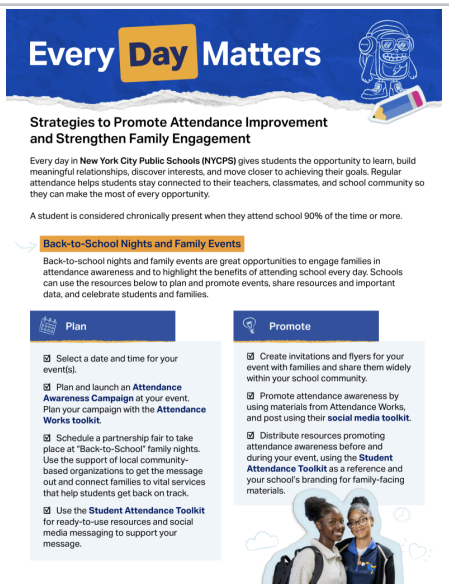
Use the messaging and resources in this toolkit to inform families on the importance of keeping students in school every day and helping them access the support they need throughout the school year.

Learn more: on.nyc.gov/EveryDayMatters

Assets and Resources

Resources for Schools

Download: School Resources

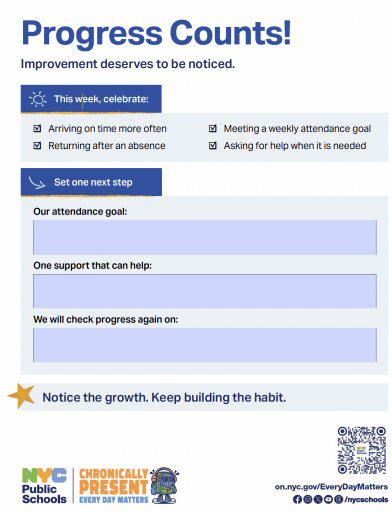
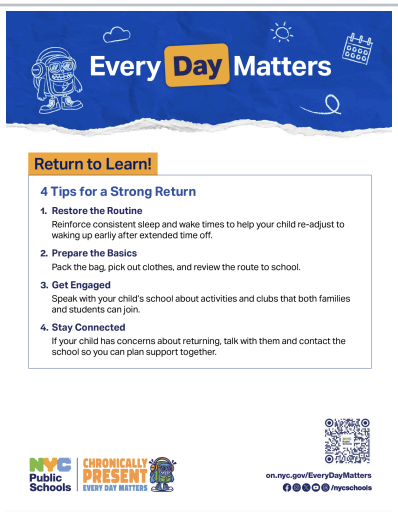
School Resources	
Name	**Thumbnail**
Instructional Guide for Schools Use this guide to plan and promote attenda awareness events, engage families, and sha resources within your school community.	
Every Day Matters Family One Pager Share this one-pager with families to provid important attendance information.	

School Resources	
Name	**Thumbnail**
Calendar Palm Card for Print 8.5” x 5.5” Share this palm card with families and stude to help them stay on track and informed about school calendar dates and closures. Optional: Download the print-ready palm ca file to share with your preferred printer. Schools ar locations are responsible for printing and sh the palm cards.	

Posters

Download: Posters

Posters	
Name	**Thumbnail**
[“Let’s Solve It Together” Attendance Challenges Poster](#) ***Translations coming soon***	
[“Running Late?” Attendance Poster](#) ***Translations coming soon***	

Posters	
Name	**Thumbnail**
“Progress Counts!” Attendance Poster ***Translations coming soon***	
“Return to Learn!” Attendance Poster ***Translations coming soon***	

Posters	
Name	**Thumbnail**
[“Plan Tonight. Win the Morning” Attendance Poster] ***Translations coming soon***	
[“Start Strong” Attendance Poster] ***Translations coming soon***	

Banners

Download: **Banners**

Banners	
Name	**Thumbnail**
Wall Banner V1 - Long Text (press-ready Wall banners are designed for long-term dis in high-visibility areas. This cost-effective option reinforces the importance of attendance and school connection. ***Translations coming soon***	
Wall Banner V2 - Short Text (press-read Wall banners are designed for long-term dis in high-visibility areas. This cost-effective option reinforces the importance of attendance and school connection. ***Translations coming soon***	

Banners	
Name	**Thumbnail**
Retractable Banner V1 - Long Text (press-ready) Retractable banners are designed for portab use at entrances, events, outreach activities This freestanding option can be easily move and stored. Schools should consider the higher product cost when selecting this option. ***Translations coming soon***	
Retractable Banner V2 -Short Text (press-ready) Retractable banners are designed for portab use at entrances, events, outreach activities This freestanding option can be easily move and stored. Schools should consider the higher product cost when selecting this option. ***Translations coming soon***	

Videos

Share these videos on your social media, website, newsletter, or blog. More videos are coming soon and will be added once they are available.

Videos		
Length	**Thumbnail**	**Youtube Link**
49 seconds		youtube.com/shorts/DXfXVHtiHA4
30 seconds		youtube.com/shorts/ffzrdDOQ0sU

Social Media Graphics

Download: Social Graphics

Share on your social channels, or text message/WhatsApp to your audience!

Suggested messaging here: **Sample Social Media Messages**

Social Graphics

			
2026-27-Attendance-campaign-social-1	2026-27-Attendance-campaign-social-2	2026-27-Attendance-campaign-social-3	2026-27-Attendance-campaign-social-4
			
2026-27-Attendance-campaign-social-5	2026-27-Attendance-campaign-social-6	2026-27-Attendance-campaign-social-7	2026-27-Attendance-campaign-social-8

Sample Social Media Messages

Post #1 |

Post Image	Post Caption	Alt Text
	💡Did you know? September is attendance awareness month! Regular attendance helps students stay connected to their school community. If you need help getting your student to school, contact their school or call 311 for resources. Learn more: on.nyc.gov/EveryDayMatters	Three students in healthcare uniforms stand in a classroom or clinical training setting. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #2 |

Post Image	Post Caption	Alt Text
	Every school day matters, and your school community is here to support you. 🫂 Contact the parent coordinator at your school for support getting your student to school. Learn more: on.nyc.gov/EveryDayMatters	Two students wearing lab coats, safety goggles, and gloves conduct a science experiment at a classroom lab. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #3 |

Post Image	Post Caption	Alt Text
	We know that getting to school isn't always easy—but we're here to support you! There are several different options that students might use to travel to and from school. 🚌 For more information about available transportation services, visit:	Three elementary school students wearing matching blue school sweatshirts and paper hats. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post Image	Post Caption	Alt Text
	schools.nyc.gov/Transportation	

Post #4 |

Post Image	Post Caption	Alt Text
	We miss you when you miss school! From hands-on science experiments to exciting school events, every day at school gives you an opportunity to shape your future. If you need help getting to school, contact your parent coordinator or 311. Learn more: on.nyc.gov/EveryDayMatters	Three students give thumbs up while standing together at a school event. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #5 |

Post Image	Post Caption	Alt Text
	Our schools are better when everyone is present! This Attendance Awareness Month, let's work together to make every school day count. If you need help getting to school, contact your parent coordinator or 311 for support. Learn more: on.nyc.gov/EveryDayMatters	Elementary students use colorful learning materials during a classroom activity. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #6 |

Post Image	Post Caption	Alt Text
	🍎 September is Attendance Awareness Month. At @NYCSchools, every day counts! Starting the school year strong can build healthy habits for long-term success. If you need help getting to school, contact your parent coordinator or 311. Learn more: on.nyc.gov/EveryDayMatters	A student works on a laptop in a classroom. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #7 |

Post Image	Post Caption	Alt Text
	Attendance matters! Being present isn't just about being in school, it's about the experiences that make it special: 🎨 an inspiring art class ⚽ a game you don't want to miss 🎤 a performance you've been practicing for 🤝or the friend who saved you a seat Need help getting to school? You can contact the parent coordinator for support. Learn more: on.nyc.gov/EveryDayMatters	A student holds a craft project during a classroom activity. Text reads, "Every Day Matters." N Y C Public Schools logo.

Post #8 |

Post Image	Post Caption	Alt Text
	Showing up every day can make a big difference! Each school day brings something new and gives students the opportunity to discover their interests. Need support getting to school? Reach out to your school's parent coordinator for assistance. Learn more: on.nyc.gov/EveryDayMatters	A student holds up a small clay pot. Text reads, "Every Day Matters." N Y C Public Schools logo.

If you would like messaging translations in one of the thirteen non-English languages mandated by NYC Public Schools, please send a request to **digital@schools.nyc.gov.**