Step 1: Launch Posters

It is proven that schools who use our promotional materials are more likely to get high parental uptake. It can take time to arrange printing and delivery of materials, so we recommend that you arrange for the relevant promotional materials available on this page to be produced at the outset, so they are ready in time for your launch to parents.

Use these materials to support your launch of ParentPay and for new pupil intakes…

Please note – these materials should only be displayed and distributed when parents are in a position to activate their accounts (Step 6), as they are designed to encourage parents to go onto ParentPay and use their new account activation login.

These materials can be used to support the launch of ParentPay but are designed to also be used at anytime after that. We recommend that materials are available at parent evenings, especially when communicating to parents of new intake pupils. You can download and print A3 size posters to display around parent facing areas of the school, we have also included A4 flyers which can be left in reception areas and sent home to parents alongside account activation letters.

All materials have Primary and Secondary versions specifically focused on either school meals, trips or a general one for schools offering more items for online payment through ParentPay.

What could you do to promote ParentPay to parents before launch?

To get parents ready, sending pre-launch letters to parents is always a good idea, you can access some examples in Step 2 of this launch pack. We would also recommend texting or emailing parents a link to a news item about ParentPay on your website – why not adapt one of our example news items in Step 3 of this launch pack.

Then follow up again and text/email parents when you are in a position for them to activate their accounts (Step 6 in this launch pack).

Posters, flyers for download with printing guidance

Printing guidance – If you are working with a professional printer we have prepared the materials in a format they should be able to replicate at high quality, it is **IMPORTANT** to ask for a proof before signing off high volumes of printing. If your printer requires the material in a different format then please contact us.

Primary flyers, posters for download		
A4 flyer for schools offering meals, trips and other items	A4 flyer for schools offering meals only	A4 flyer for schools offering trips only
A3 flyer for schools offering meals, trips and other items	A3 flyer for schools offering meals only	A3 flyer for schools offering trips only
Secondary flyers, posters for download		
A4 flyer for schools offering meals, trips and other items	A4 flyer for schools offering meals only	A4 flyer for schools offering trips only
A3 flyer for schools offering meals, trips and other items	A3 flyer for schools offering meals only	A3 flyer for schools offering trips only

Step 2: Pre-launch Letters

Our pre-launch letters have been created in Microsoft Word so you can tailor them to precisely reflect what items you will be accepting payments for via ParentPay, and print them on your headed paper. The pre-launch letters also include frequently asked questions (FAQs) and the option of a reply slip for schools that will be offering over the counter cash payments using the PayPoint network at local convenience stores.

Find out your nearest PayPoint stores by visiting the **PayPoint Agent Locator** and typing in your school's post code.

Our parent flyer will highlight the benefits of ParentPay to both you and your parents, further raising awareness of what you are aiming to achieve with the introduction of ParentPay. Before distributing the flyer – please edit and delete any information that is not relevant to your school. Feel free to tailor the flyer to your requirements and insert your logo. Use the flyer in combination with our other promotional material, to remind existing parents and new intakes about your preferred payment method and the benefits of using your ParentPay service.

Pre-launch letter – PayPoint schools

Pre-launch letter – Non-PayPoint schools

IMPORTANT PLEASE READ:

BEFORE PRINTING AND DISTRIBUTING THE FLYER:

- When downloading the flyer please disable macros when prompted
- Ensure you review, edit and delete any information that is not relevant to your school

Parent flyer

Step 3: Announcements

We've put together some suggested text and images for use on your website and in your school newsletter announcing the launch of your new service. Use these as a guide to create your own announcements. Why not embed a link to the parent pages of our website from the images supplied below so parents can quickly visit ParentPay for more information?

In advance of your 'go live' date we recommend you also put a button on your website with the link to the login page of the ParentPay website embedded, making it easy for parents to navigate from your site to ours.

ParentPay login page link https://www.parentpay.com/PR1/Info/PP_Login.aspx. If you or your IT department would like any assistance in creating these links please do not hesitate to contact our Support Team.

Newsletter announcement

Website announcement

Using social media

ParentPay – Pay now button

ParentPay logo

Website link for ParentPay

Step 4: Parent Meetings

Running a PowerPoint presentation and / or showing them the parent video (both links below) during your parents' evenings, new intake meetings and open days is a great way to introduce new parents to ParentPay and remind existing parents that they have a more convenient way to send money to school.

The parents video could be linked to from your website as a quick overview for parents who you cannot reach through parents evenings.

Our pdf quick guide for parents covers everything they need to know about their account from activation to day-to-day use. Parents can view it online, download it and/or print it. Sending a quick guide including a link to the parent video with your activation letters ensures your parents have something to refer to should they need a little help.

Our introductory flyer is also a great way to highlight the benefits of your ParentPay service to new users, please read it carefully and delete any points that are not applicable to your school.

PowerPoint introduction to ParentPay

ParentPay video

Complete user guide for parents

IMPORTANT PLEASE READ:

BEFORE PRINTING AND DISTRIBUTING THE FLYER:

- When downloading the flyer please disable macros when prompted
- Ensure you review, edit and delete any information that is not relevant to your school

Introductory flyer for parents