

How To Send Emails That Parents WILL ACTUALLY OPEN



Via Evaluation <info@viaeval.com>
To You



Dear [school administrators] or whom this may concern,
Having trouble getting parents/guardians to read your emails? Here are a few things to keep in mind before you send that next email:



Timing: When to send the email?

Timing when emails are sent is key to how likely parents are to open them. Send emails at times when parents/guardians are more likely to check their inboxes, normally weekdays during school hours.



Tip: Optimize for mobile
Parents/guardians often check their email on their phones. Make sure emails mobile friendly.



Subject Line: Make it attention grabbing for your intended audience.

Avoid a vague subject line and instead, be specific by adding information that will interest the intended audience group. A subject line that clearly states the purpose of the email is more likely to be opened.

Subject: Exciting Extracurricular Activities ✗

Subject: New 7th Grade Extracurricular Activities Added at XYZ Middle School ✓

Subject: Important Information About Testing ✗

Subject: 11th and 12th Grade Testing Time CHANGES at ABC High School ✓



Tip: Create Audience Groups

Make sending emails to specific audience easier by organizing email recipients into groups.
i.e. all parents/guardians, parents/guardians by grade levels/parents of students in specific extracurricular.



Important information first: Get to the point!

Parents/guardians may only have a second to check their email so make sure the most important information is at the beginning of the email. Also, highlight key dates and deadlines.



Provide a call-to-action: Clearly state expectations.

Whether it's responding to the email, filling out a form, or attending an event. Make it easy for them to take action.



Content (images): To use images or not.

Include images or to make the email visually appealing and engaging. But keep in mind, too many images may trigger spam filters.