

# Welcoming Parents to the Family

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## Parent Welcome Email Template and Parent Council Calling Script

### Instructions:

Use the following framework below to design your email template and script for parents advisory council members or gift officers tasked with initial outreach to incoming first year parents.

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### Parent Welcome Email/Letter Template

**Introduction:** Address the following questions:

- Who are you (the writer)?
- Why are you writing to them today?
- Why should they read this email?

**Parent/family program description:** Address the following questions:

- What is the parent council?
- What do you do that is unique and helpful to parents?
- What is required of those who join (include the threshold gift for becoming a member)?

**Ask or indication of the next step:** Request to talk with them more and welcome them in person via phone within a specified timeline.

**Thank you:** Include a line of personalized thanks from the sender in anticipation of the future call.

### Parent Council Calling Script and Talking Points

"Hello: **Parent Name**, my name is \_\_\_\_\_ and I wanted to take a moment to follow up on the email/written introduction that you should have received from me last week. As the parent of a **class year** student here at **Institution Name**, I know just what you may be feeling as you prepare to send your student to campus. I wanted to reach out on behalf of the Parent Council to welcome you to the **Institution Name** family and serve as a point of reference for you."

Share information on the parent council using your internal materials, determine what you're comfortable sharing to build rapport, and use a selection of some of the following questions to assist you in with the conversation:

- Is this your first college student?
- How old are your other children? Where do they go to school?
- Were you active as a volunteer at their high school?
- Are you interested in learning more about **Institution Name's** parent council?
- Would you like to join the parent council with a contribution of **\$ amount**?
- Are you planning to attend the send-off in your area?
- Are you planning to attend parent's weekend? (You can offer to meet in person then.)
- What questions do you have about the university/college that I can address or that I might be able to connect you with the appropriate staff member to discuss?