

PARENT COMMUNICATION · ALL GRADES

Class Newsletter

Weekly/monthly template

Why most newsletters fail

Most school newsletters are read by 30-40% of families at most. They're too long, too dense, too generic, too late, or all of the above. A good newsletter is **SHORT, SCANNABLE, SPECIFIC, and TIMELY**. One page. Bullets. Clear sections. No prose paragraphs. No corporate language. This template gives you the structure. Fill in for your week.

Newsletter template

[CLASS NAME] — Week of [date] — What we did this week — ■ In English: [1 sentence — specific. 'We started our class novel, The Iron Man.'] ■ In Maths: [1 sentence. 'We've been working on column addition with regrouping.'] ■ In Topic: [1 sentence. 'We made models of Anglo-Saxon villages.'] ■ Highlight: [1 sentence — something memorable. 'Our trip to the museum was a hit — ask your child about the gold ring!'] — Coming up next week — • [Specific lesson focus] • [Specific event or trip] • [Anything practical — non-uniform, swimming kit, etc.] — Dates for the diary — • [Date] — [Event] • [Date] — [Event] • [Date] — [Event] — How to help at home this week — [ONE specific suggestion. Examples:] • Practise this week's spellings: list / written / friend / etc. • Read for 10 minutes a day — current focus is fluency • Try 5 minutes of times tables a day — we're focusing on x6 — Stars of the week — [2-3 children, with specific reasons. Rotate so every child gets named once a half-term.] [Optional: a photo or two if your school setup allows] — From me — [1-2 sentences, personal. 'Thank you to those who came to help on the trip — it made a huge difference. Have a lovely weekend.'] Warm regards, [Name]

Newsletter rules



<p>One page maximum</p> <p>If it's longer, it doesn't get read. Cut. Cut more.</p>	<p>Use bullets, not paragraphs</p> <p>Parents scan newsletters on their phone in 30 seconds. Make it scannable.</p>
<p>Be specific</p> <p>'We learned about ancient Egypt' is bland. 'We made our own hieroglyph cartouches' is memorable.</p>	<p>Send same day every week</p> <p>Friday afternoon for many. Builds the habit of expecting it. Don't drift.</p>
<p>Include action items</p> <p>What CAN parents do? Vague newsletters don't enable parents. Specific ones do.</p>	<p>Include yourself</p> <p>Write personally. 'I'm thrilled with how...' not 'The teacher noticed...'. Newsletters from people get read.</p>

Frequency

WEEKLY is ideal but takes ~30 minutes a week. Sustainable for many teachers. FORTNIGHTLY is fine if weekly is too much. Many schools do this. MONTHLY is too long for primary — too much happens in a month. By the time it lands, half is forgotten. CONSISTENCY matters more than frequency. If you commit to weekly, do it weekly. If you commit to fortnightly, do it fortnightly. Random is worse than infrequent.

