

PARENT COMMUNICATION · ALL GRADES

Good News Calls

The highest-ROI parent comms act

Why this matters

For most parents, calls from school mean bad news. Especially for parents of children who struggle — behavior, learning, attendance — every phone call is another problem. Making deliberate POSITIVE calls home — short, specific, unsolicited — transforms relationships. Especially for the children whose families usually only hear from school when something's gone wrong. The first positive call from a school is often unforgettable. This takes 2 minutes per call. 5 calls a week = 10 minutes. The ROI in goodwill, parental engagement, and child motivation is unparalleled.

Who to call

<p>The child who's been struggling</p> <p>When you've seen progress, however small. Their family rarely hears positive things — your call will mean a lot.</p>	<p>The new arrival</p> <p>After their first good week. Tells the family the school is paying attention to their child as an individual.</p>
<p>The quiet child whose family rarely hears anything</p> <p>Easy to overlook. A specific, positive call surprises them — they didn't know you'd noticed.</p>	<p>The child whose parents are anxious</p> <p>Parents of anxious children, sensitive children, or SEND children often feel embattled. Positive calls calm the parental nervous system, which calms the child.</p>
<p>The hardest child to manage</p> <p>Especially. They get bad calls weekly. A call about something they did WELL is genuinely transformative — for both child and family.</p>	



Script — The call itself

OPEN: 'Hi [parent name], it's [your name] from [school]. Sorry to call out of the blue — I just had a quick positive thing to share about [child].' (Pause — let them stop being worried it's bad news) DELIVER THE NEWS: 'Today / this week, [child] [SPECIFIC achievement or moment]. I just wanted you to know.' (Examples: • 'finished a really hard piece of writing without giving up — they were really proud of it' • 'helped Sofia when she fell over at break — really kind moment' • 'used a great strategy in maths today — they figured out the answer in a way I hadn't shown them' • 'has had three really focused days in a row this week — we're seeing real progress' • 'made everyone laugh during story time today — but in a good way! They added a great suggestion to the story.' ADD A LITTLE WARMTH: 'It's been so good to see. I thought you'd want to know.' CLOSE: 'I won't keep you. Just wanted to share. Have a great evening.'

What works in good news calls

Yes	No
Specific moment with detail	Generic 'doing well'
Brief — under 2 minutes	Long story / chat
Out-of-the-blue, not scheduled	Tagged onto a parents' evening
Focused on the child, not the parent	Asking the parent to do anything
End warmly and briefly	Drift into other topics
First time in a while = bigger impact	Routine 'good news' loses meaning

How to make this routine

1. SCHEDULE IT. Block 10 minutes on Friday afternoons for 5 calls. Without a slot, it never happens.
2. KEEP A 'POSITIVE CALL' LIST. When you notice something call-worthy during the week, jot the child's name. By Friday, you have 5+.
3. DON'T ROTATE FAIRLY. Some children need this more than others. Don't worry about evenness — focus where impact is highest.
4. KEEP IT BRIEF. 90 seconds. The brevity is part of why it works — parent feels valued without feeling cornered.
5. EXPECT MIXED REACTIONS FIRST TIME. Some parents are cautious — assuming bad news. Some are stunned. Some cry. All of these are signals that the call mattered.
6. NEVER SLIP BAD NEWS INTO A POSITIVE CALL. Sacred. If you have something concerning to raise, that's a separate call. Mixing destroys trust.



When you can't reach them

If the family doesn't pick up, leave a voicemail: 'Hi [parent], it's [name] from [school]. Just calling with some positive news about [child] — they had a brilliant moment today. Nothing to worry about. I'll catch up with you when I can — or you can call me back if you want the details. Bye!' A voicemail is fine — they'll know it's not bad news. The fact you called registers, even without the conversation. For families without phones, send a note in the book bag using the achievement note template instead.

