



# MAKE EVERY DAY COUNT

*Sending the Right Message About Attendance to Parents and Students*



**Attendance  
Works**

Advancing Student Success By Reducing Chronic Absence

# Make Every Day Count

## Sending the Right Message About Attendance to Parents and Students

### Overview

Whether you're launching an attendance campaign, releasing chronic absence data or simply planning a back-to-school night, it's important to convey the right message about attendance to the parents and students. Attendance messaging helps build a habit and a culture of attendance by helping everyone understand why going to school regularly matters, when missing school is a problem, and what they can do to ensure students are in school. Offering key concepts, tips and local examples, this toolkit is divided into the following sections:

Click on the headings to jump to each section.

- 1. What Is Your Message?**
  - A. What to say to parents
  - B. What to say to students
  - C. What to say to other audiences
  
- 2. Who Conveys the Message?**
  
- 3. How Do You Convey Your Message?**
  - A. Direct outreach to parents
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  - C. Logos and slogans
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# 1. What is your message?

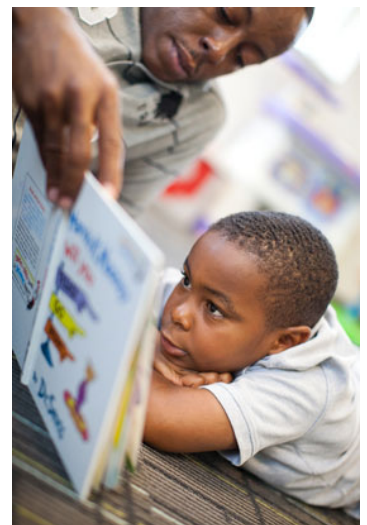
Parents and students need to understand the importance of attendance, starting in the early grades and continuing through high school. It's important to stress a few key messages:

- Attendance matters for doing well in school and life starting in kindergarten and even in pre-kindergarten.
- Absences can add up before you know it.
- Poor attendance is not just about unexcused absences or children willfully skipping school – excused absences can affect performance, too.
- As a parent you are responsible for making sure your child develops the habit of regular attendance.
- If you are facing tough challenges related to access to health care, unstable housing, poor transportation or lack of food, you can and should seek out support from the school and community.
- It's important to know the school-wide chronic absence rates, since too many absences can slow down instruction for all students.

## A. WHAT TO SAY TO PARENTS:

### **Stress that good attendance will help your children do well in high school, college and at work.**

- **Your children can suffer academically** if they miss 10 percent of school days or about 18 days. That can be just one day every two weeks, and that can happen before you know it.
- **It doesn't matter if these absences are excused or unexcused.** They all represent lost time in the classroom and a lost opportunity to learn.
- **Attendance matters as early as kindergarten.** Studies show many children who miss too many days in kindergarten and first grade can struggle academically in later years. They often have trouble mastering reading by the end of third grade.
- **Preschool is a great time to start building a habit** of good attendance. Studies show that poor attendance in preschool can predict absenteeism in later grades.
- **By middle and high school, chronic absence is a leading warning sign** that a student will drop out.
- **Too many absent students can affect the whole classroom,** creating churn and slowing down instruction.



## Stress that families can make a difference.

- **Families should avoid extended vacations that require your children to miss school.** Try to line up vacations with the school's schedule. The same goes for doctor's appointments.
- **For younger children, you can set a regular bedtime and morning routine.** Make sure they get 9 to 11 hours of sleep. You can lay out clothes and pack backpacks the night before.
- **For older children, you can help set homework and bedtime routines** that allow for 8 ½ to 9 ½ hours of sleep. Make sure that when the lights go out, so do the cell phones, video games and computers.
- **Get to know the teachers and administrators.** With younger children, make sure you introduce your child to teachers before school starts and keep in touch with the teachers. For older students, school officials can help you stay on top of academic progress and social contacts to make sure your child is staying on track.
- **Above all, set an example for your child.** Show him or her that attendance matters to you and that you won't allow an absence unless someone is truly sick. Don't ask older students to help with daycare and household errands.
- **You can turn to the school for help.** Many schools offer services for the whole family.
- **You can ask your principal to calculate chronic absence rates for the whole school.** Even if your child attends regularly, it's important to know how many students in your child's school are missing 10 percent or more of the school year.

## B. WHAT TO SAY TO STUDENTS

Beyond the talking points for parents, you should add in some messages targeted to students of all ages. As they grow older, they need to hear this message from peers, as well as teachers and parents.

- **School is your first and most important job.** You're learning about more than math and reading. You're learning how to show up for school on time every day, so that when you graduate and get a job, you'll know how to show up for work on time every day.
- **Students who attend school regularly are more likely to graduate and find good jobs.** In fact, a high school graduate makes, on average, a million dollars more than a dropout over a lifetime.
- **School only gets harder when you stay home too much.** Sometimes it's tempting to stay home because you've got too much work or you don't understand what's going on in class. But missing a day only makes that worse.

## C. WHAT TO SAY TO POLICYMAKERS, EDUCATORS AND BUSINESSES:

While this toolkit focuses on parents and students, there are additional messages to convey when speaking to a school board, city or state officials, business leaders and the media.

### **Make the social and economic case for why attendance is so important:**

- Too many students are missing too much school, causing them to fall behind academically. This exacerbates achievement gaps and dropout rates.
- Chronic absence not only affects the absentee students. It disrupts learning for an entire classroom when teachers have to repeat lessons for students returning to class.
- Chronic absence can drag down standardized test scores and thwart school improvement efforts.
- Improvements in classroom teaching and curriculum won't yield results unless students are actually in school.
- Chronic absence can affect our economy. Dropouts are less likely to succeed in a career. And even those who do graduate won't do well at work without good attendance habits.
- Student absences can cause their parents to miss work, affecting local employers. In some states, better attendance rates translate into more state aid.

### **Emphasize how the community can play a role:**

- We need to get past blaming parents and instead help them get their children to school.
- We need to use community resources – mental and medical health providers, social workers and others – to address the problems contributing to chronic absence.
- We need to provide the right incentives and an engaging curriculum that will bring students to school.
- We need to make sure that every child has an opportunity to learn and that means making sure they come to school regularly.

### **Emphasize what your community is doing right:**

- We are now tracking the right data – chronic absenteeism – so that we know which schools and which students have a problem with absenteeism. That way, we can intervene to turn the problem around.
- We are increasing resources at schools that need extra help. That can mean a health clinic to help kids suffering from asthma, mentors to help track at-risk students and counselors for those who need more help.
- We are engaging the whole community. From the Health Department to the Housing Authority, from the Chamber of Commerce to the United Way, we are all working together to bring kids back to school.

## 2. Who conveys the message?

It's important to enlist the right people to deliver your message about school attendance. Ideally, parents and students will hear about the importance of attending school from more than one audience. These include:

- **Educators:** From the superintendent to the classroom teacher, educators across the school district can bring the messages to students and families every day. Letters to parents, back-to-school nights, school assemblies and classroom competitions can bring more kids to school.
- **Policymakers:** Mayors, council and school board members can use their positions as community leaders to elevate attention to attendance in the media, as well as bring together key stakeholders to identify and address barriers to getting to school. They can also shape policy to improve the collection of attendance data.
- **Business leaders:** Business leaders can play an important role in attendance campaigns by helping with public messaging, as well as providing resources for school-based attendance incentives. They are more likely to get involved if they understand how poor attendance can affect their interests in ensuring students have the skills to become good employees and whether parents who are current employees show up to work every day.
- **Faith and community leaders:** Religious leaders, Boys and Girls Clubs, YMCAs and other community organizations can reach children and families outside the school setting. Health care providers, including pediatricians and visiting nurses, can also share the importance of good attendance.
- **Parents:** Parents fundamentally shape whether children develop a habit of attendance and have the resources they need to get to school every day. Parents can deliver the message to their children and to other parents that missing more than 10 percent – or 18 days of an 180-day school year – can put students at academic risk. A good campaign will engage them, not blame them.
- **Students:** When young children are excited about going to school and understand that their teachers expect them to be in class, their enthusiasm can help motivate other students. High school students can talk to younger children about the importance of attendance.



## 3. How do you convey your message?

### A. DIRECT OUTREACH TO PARENTS

No attendance campaign is complete without attention to parents, who are crucial in turning around chronic absence. In some cases, especially in the early grades, parents may not understand the importance of good school attendance or realize how quickly absences can add up. In the high school years, they may not know that their children are skipping school. These handouts developed by Attendance Works and Reach Out and Read can help educate parents:

- [Tips for Parents of Elementary School Students](#)
- [Tips for Parents of Elementary School Students \(Spanish\)](#)
- [Tips for Parents of Middle and High School Students](#)
- [Tips for Parents of Middle and High School Students \(Spanish\)](#)

The Campaign for Grade-Level Reading and Abriendo Puertas developed these pledge cards for parents of young children:

- [Pledge Cards for Parents](#)
- [Pledge Card for Parents \(Spanish\)](#)

#### Strategies for Reaching Parents:

- **Back-to-School letters:** Superintendents or principals can emphasize attendance in letters they send to families just before the school year starts. It's important to convey a welcoming tone and share information about the effect of chronic absence on school performance. Here is a [sample letter](#).
- **School events:** Attendance rallies, back-to-school nights and school events are all opportunities to share the message about good attendance. If you've got data for your school or community, share it with parents. If not, share research that shows the importance of attendance. Orient parents to school policies and connect them to resources that can help. Think of ways to provide incentives for parents who are helping to improve their child's attendance. Turn the event into a pep rally. For more ideas, read our [handout on school meetings](#).
- **Parent-teacher conferences:** One-on-one conferences can give teachers an opportunity to share concerns about individual student absences and unearth any barriers to attendance that the family may be facing. For more ideas, read our [handout on one-on-one meetings](#).
- **Electronic parent portal:** Schools and communities can make it easier for parents to find out their children's attendance rates. New York City has created an online system for checking absences. School districts can also use homework portals to alert parents that a child's absences are adding up to academic trouble.
- **Parent resources sheet:** Let parents know where to find help with health, transportation and other barriers that are keeping their children from attending school regularly. Include the information in flyers, in the school office and in letters sent home to parents of absentee students.

What if you can't locate the parents or find their phone numbers? Here is a handout on: [Contacting Hard to Reach Parents](#).

## B. ATTENDANCE INCENTIVES FOR STUDENTS

Students often respond to concrete rewards and peer pressure better than they do to lectures from parents and teachers. For little or no cost, schools and communities can create incentives for good attendance.

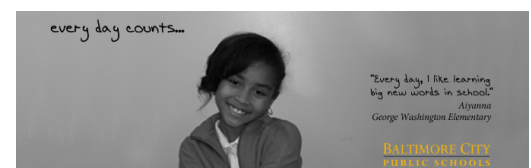
- **Offer incentives:** Tap local businesses for gift certificates or prizes that can be given to the students, classes or schools with the best attendance records. Think of incentives for parents whose children experience improved attendance. Come up with low-cost options the school can provide, such as certificates or dance parties in the gym. Focus on smaller increments—perfect attendance for a week or a month – rather than an entire year. For more information, see our handout on [Attendance Incentives](#).
- **Make it a contest:** Competitions for the classroom or grade with the best attendance can help encourage students to come to school every day. They don't want to let their classmates down. Learn.Lead's Perfectly Punctual program provides scorecards and certificates for children as young as preschool.
- **Sponsor a poster contest:** Students can develop posters emphasizing the importance of good attendance. Sponsor a contest and invite businesses to donate modest prizes.
- **Tap Star Power:** For older students, [Get Schooled](#), a nonprofit that uses rock stars and celebrities to help reduce dropout rates, offers twice yearly Attendance Challenges, in which secondary schools compete to see which school can post the biggest increases in attendance. The winners receive visits from celebrities and in-school concerts. Celebrities also offer taped wake-up calls for students involved in the competitions. Attendance Works is teaming with Get Schooled to explore broader campaigns for the whole community

## C. SLOGANS AND LOGOS

Creating a slogan or logo that conveys your message quickly can help get the word out to parents and students at all grade levels. It should engage the community and establish school as a welcoming place.

Baltimore and Oakland independently came up with the same slogan: Every Day Counts! It's a slogan that we think embraces the value and urgency of good attendance. Oakland is using this logo for [a new toolkit](#) it is releasing this fall to teachers and community partners that includes parent flyers and attendance certificates. Baltimore has created a campaign around the slogan, incorporating pictures of students, families and staff. Each picture is paired with a statement about what "every day counts" means to the individual. They have used these statements for web banners, Outlook signatures, magnets and PSAs.

Indiana advocates are using the slogan Missing School Matters to brand their statewide attendance campaign. The slogan appears on billboards, a website and refrigerator magnets. [The Perfectly Punctual Campaign](#) uses the Punctual Pete icon on its attendance scorecards, posters and buttons.





## D. PUBLIC SERVICE ANNOUNCEMENTS

### RADIO

Radio public service announcements are offered as a community service by stations and are reserved for nonprofit organizations publicizing initiatives, events or services and requesting volunteers. PSAs can play an important role in an overall communications strategy and can be done quickly with a short script and few minutes of recording time.

- **Craft scripts for 15- and 30-second PSAs:** Radio stations like to use both lengths, and providing two versions will increase the likelihood that your PSA will air. When drafting a script keep your language simple and consider your audience. PSAs can be targeted to specific markets or states.
- **Find a spokesperson:** It's tempting to find a celebrity, but for local PSAs, a mayor, politician or local sports star will do the trick. Use different voices for different PSAs. Or you can ask the radio station if it would like to use their on-air personalities.
- **Record your PSA:** Recording can be done in person with a digital recorder or over the phone with a recording line. The overall recording process should take no more than 10 minutes but be sure to get several takes. Once you have the audio you will need a computer program to clean it up, removing any "ums," stumbles or deep breaths. If you need help, try a local ad agency or radio station.
- **Submit to local stations:** Most stations accept PSAs only via email as an attached MP3 audio file. A simple website search or phone call can help locate the appropriate email address. PSAs are often submitted to a group of stations, for example, Clear Channel DC takes submissions for all 11 stations it manages. When submitting a PSA, always include the script, since some stations may choose to record the PSA with their own on-air personalities. Your script should include an email address, phone number or website. Most stations need about three weeks lead time before running a PSA. Be sure to include your preferred air dates, but recognize that most stations can't provide you with an exact time when your PSA will be aired.



#### Sample PSA scripts:

##### 15 seconds:

Did you know that your children can suffer academically if they miss 10 percent of school days? That works out to just one day every two weeks, and that can happen before you know it. So get your children off to a good start. Make sure they attend school on time every day...Because Every Day Counts!

##### 30 seconds:

Nationwide, 7.5 million students miss nearly a month of school every year in excused and unexcused absences. Locally, XX percent of our students are chronically absent, including XX percent of our kindergartners. Developing the habit of going to school regularly is critical to doing well in school, college and on the job. We've got to turn this around. Parents, teachers and community groups are working together to find ways to make sure more students attend school on time every day...Because Every Day Counts!

## TELEVISION

The Road Map Project, a cradle-to-college-and-career initiative in South Seattle and South King County, Washington, has successfully coordinated public access PSAs with mayors and a library director as part of the Let's Read summer reading campaign. Kristin Johnson, communications manager for the project's backbone group, explains the process:

- **Do some research:** Many communities have a public access station available to individuals and organizations. In some cities, the county or school district may also have designated channels. Poke around online or place some calls to partners of the channel to find out more information: Where does the channel's content come from? Who runs it? Do it accept PSAs? Do it have studio facilities? Often a facility will serve as a hub for several public access stations in a region. This facility has a studio and editing equipment. This can be far cheaper than approaching a TV news station.
- **Identify the talent:** Decide who you want to speak for your spot. It can be the mayor, superintendent or a local celebrity. Work with them or their assistants to schedule studio time. Think about where to shoot the PSA. It can be outside the studio, though the studio may charge you more.
- **Prepare your script:** Television scripts are very different from other forms of communications. After you write the script, seek feedback from people in the office. Read the script aloud many times to make sure it's conversational, understandable and engaging. Send the script to the speaker at least a week in advance of the shoot, so he or she could look it over. It's important that your "star" be comfortable with the script, even if he/she is reading from a teleprompter.
- **Think of visuals:** Most television PSAs include some type of graphic, whether it's someone's name and title or a logo. You'll probably need to supply this to the studio ahead of your shoot. A designer (or someone with a design program) can help you make sure these images meet the specifications provided by the studio.
- **Share the results:** It took about a week for each of the PSAs to be edited and distributed to the appropriate public access channel in the region. After the video is ready, make sure to post them on Facebook, Twitter and YouTube. Share the finished product with everyone involved in the effort so they can post to city or school websites.



Magic Johnson appeared in a video PSA for the City of New York to encourage kids to wake up and get to school.

Aim big! A PSA is a positive way for elected officials, community leaders, teachers and others to step into the public eye. Don't shy away from asking people to participate/support your efforts.

## E. BILLBOARDS

Billboards are meant to catch an individual's attention and leave a lasting impression in a short amount of time. Communities are just starting to use billboards to increase recognition and visibility. Here are some examples and tips.

- **Locate space for rent or public use:** Contact outdoor advertising companies in your area to help you in your search for available billboard space. Focus on space in communities with high rates of chronic absenteeism. Ask companies if they will provide free or discounted space for your nonprofit campaign. Think about stadium jumbotrons. And don't forget transit agencies that often donate space on the sides of buses, bus shelters and subway stations. New York City's attendance ads will appear on 500 bus shelters, 50 newsstands, 5 million Metro Cards and other ad spaces.
- **Determine the type of face for the billboard:** You can choose between bulletin, 30 sheet and 8 sheet. Bulletin is the most common face for a bulletin board – it refers to anything that is painted or used to be painted. 30 sheet refers to posters being mounted like wallpaper and comprises horizontal sections. 8 sheet is considered the standard size and can be posted with or without trim.
- **Design the billboard:** On average, a billboard is viewed for only seven seconds; therefore, your billboard should include striking images that tell a story and a brief message or slogan. The billboard should include the name of your organization and a slogan or quick message. The message should be immediate, succinct and leave the driver with a tangible thought about school attendance. Make sure that the fonts and images are large enough for viewers to be able to read at fast speeds. Contrast the background color with the message and images for best visibility.
- **Mount the billboard:** Once the billboard has been designed and location has been chosen, have the outdoor advertising company guide you in mounting the billboard.



## F. MEDIA OUTREACH

One of the quickest ways to spread the word about your attendance campaign is through newspaper and broadcast reports. Here are some strategies for reaching the media:

- A **pitch note** offers an idea for a feature story with a human interest angle.
- A **press release** covers basic facts, is brief and accurate, reads like a news story, is free of jargon and clichés, and contains provocative, colorful quotes. Lead off with the information that you would like to see as the focus of any media coverage.
- A **media advisory** is similar but is used to alert reporters to an event you would like them to cover. Reporters may use content verbatim from press releases and advisories.
- A **letter to the editor** responds to news articles or events.
- An **op-ed** is an opinion piece to express a position on a topic.
- An **editorial board meeting** is used to tell the paper about a problem/seek an editorial.

### WRITING A PITCH NOTE

- Have a specific reporter or editor in mind, and send the note to that person. If possible, look at past stories on related topics and refer to one of them. (“Loved your piece on school readiness....”)
- In the first paragraph succinctly explain why the story would be of interest and provide the essential information.
- Note if you are offering this reporter the first chance at this story.
- Provide all contact information.
- Follow up via email or phone call.

### ISSUING A NEWS RELEASE OR MEDIA ADVISORY

- Create a media list. Look online and/or call your local newspaper, radio and TV stations and ask who covers education, who covers community news and events, and who is the education editor. Get names, e-mails and phone numbers.
- E-mail these key contacts your press release or media advisory. Be sure to provide enough notice for editors and producers to plan.
- News is active and staffs are small – be sure to follow up. Call mid-morning, and be prepared to offer to call back if the reporter is busy working on a deadline.
- Consider the calendar. Newsrooms are often lightly staffed and looking for stories right after holiday weekends and in early August. So time your releases accordingly.
- Prepare in advance and practice your pitch message. Get to the point quickly with a straightforward message. Keep it to no more than three points. Use clear, concise language.



## MANAGING MEDIA AT AN EVENT

- Be sensitive to deadlines, return calls promptly.
- Have material on hand to help tell the story – press kits with copies of the release, brochures, key statistics, etc.
- Be prepared in advance with the right students, staff and parents who can be interviewed. Review talking points in advance. (Get releases signed in advance by parents.)
- Anticipate difficult questions that might be asked and practice concise answers.
- Be candid and honest. Don't say, "No comment." Don't argue with reporters.
- Assume everything you say is on the record.

## WRITING A LETTER TO THE EDITOR

- Search your local paper for guidelines on submitting letters to the editor.
- Look for opportunities to respond to stories on education, youth, and attendance in your community.
- Respond quickly, if possible the same day the article appears.
- Reference the title, date and author of the original piece in the opening sentence of your letter.
- Stay brief (typically 150 words) and put the most important information up front. Suggest what the writer should have said.
- Include your full contact information.
- Avoid bashing the reporter or editorial writer (even if he/she deserves it).

## WRITING AN OP-ED

- Search your local paper for guidelines on submitting op-eds.
- Lead with your main point, be creative but succinct.
- Include recommendations for solving the problem.
- Include a real story about a school that's beating the odds.
- Include data that helps tell the story.
- Have a strong close and a specific, clear ask or call to action.
- Include contact information at the end, including phone number or email address.

## ARRANGING AN EDITORIAL BOARD MEETING

- Call your newspaper and ask for the individual in charge of scheduling editorial board meetings. (In a big city, you may be put in touch with the education editor or writer.)
- Bring a small number of people (2-3) to the meeting.
- Prepare a few key talking points and know the latest news around your issue, particularly if the paper has covered it. Think about what you'd like an editorial to say, and then plan your conversation around those points. Don't be surprised to be pulled off course, though.
- Have a specific ask and make sure that is very clear.
- At the end of the meeting ask whether the board intends to write on the issue. If not, ask why, and offer assistance if they choose to write in the future.

For information on releasing your data, see our [Managing the Media handout](#).

## BLOGS

You can amplify your message with guest posts on community and national blogs, or by starting a blog for your organization. Be sure to update your blog at least twice a week. If you don't have a blog, you can write guest posts for other bloggers. Here are some tips for writing blog posts:

- **Be you.** Write with a conversational tone, clearly and honestly. The more you sound like an academic journal or press release, the less likely you are to hold readers' attention.
- **KISS:** Keep it short and scannable. Give the maximum amount of information in the fewest words. Use bulleted lists, selective bolding, headings and line breaks to make your post easy for online readers to scan.
- **Show some link love.** Incorporate links into your post, especially to relevant information on your website, news stories and other blogs.
- **Make it flashy.** Multimedia content, including images and videos, are great attention-grabbers and can liven up any post.
- **Try a new approach.** If you are getting bored by your own blogging style, find inspiration from the many different types of blog posts.
- **Be timely.** Tie your post to a current event or story in the news.
- **Hook the reader with your title.** Make your title descriptive, accurate and engaging.
- **Use keywords.** Think about words and phrases your target audience is searching for (or use Google's keyword tool) and make sure they are incorporated into your post.
- **Edit.** Write everything you want to say, then cut out any unnecessary pieces and cut down your phrases.
- **Encourage interaction.** Asking open-ended questions or inviting readers to share their personal experiences can spark a valuable dialogue.

*"A good post is a single thought or observation or anecdote, clearly expressed and directly conveyed. An essay may cover several topics; a post easily grows tiresome if it aims for more than one."*

**David Bromwich, a professor of English at Yale and HuffPo blogger**



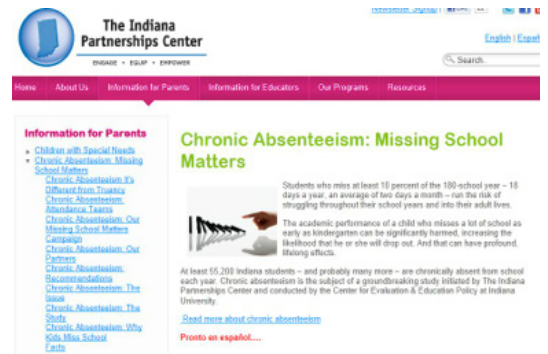
## G. WEBSITES AND SOCIAL MEDIA

Any attendance campaign needs a digital component, allowing parents, students or policymakers to access material online. In Baltimore, the school district has [dedicated a page](#) to its attendance effort. In Indiana, the Indiana Partnerships Center has [created a microsite](#) for the report it initiated on chronic absence.

Beyond websites, social media can amplify your message, particularly for reaching students. Text messages can reach many low-income families. Here are some social media tips.

- **Create accounts:** If your organization isn't already on Facebook or Twitter, sign up today. Or create a separate account for your grade-level reading coalition. Make sure the icons are on your website. Feel free to go beyond these two platforms to explore other social media approaches, such as LinkedIn, Pinterest and Youtube.
- **Decide who will manage your accounts:** Several people can update your social media platforms, but you should have one person designated to update and maintain your sites.
- **Update regularly:** Social media works better the more you use it. Make time or make sure someone in your group has the time to keep your sites fresh:
  - **Facebook:** Facebook should be updated no more than once a day, preferably every other day. Weekday mornings tend to have the heaviest traffic. Share links from news outlets or partner organizations. To build your fan base, "like" similar groups and share their posts with your fans. You can also build fans by buying a Facebook ad at a low cost.
  - **Twitter:** Twitter should be updated a couple of times a day. Like Facebook, the best tweets have links to news stories. Statistics and inspirational quotes are often popular and likely to be retweeted, which broadens your exposure and garners new followers. Don't hesitate to retweet the same news or report a couple of times, wording it differently each time. If you're at an event or watching on livestream, tweet what the speaker is saying. Be sure to use hashtags (with #) and handles (with @). If you use hashtags when tweeting from a conference, others at the conference will see your posts and follow you. You can also use generic hashtags (ours is #cglr) to connect with folks interested in the same topics. Look for twitter chats on topics of interest, too.
  - **Other platforms:** LinkedIn, Pinterest and other sites also provide opportunities to connect with like-minded organizations. Linked In tends to be used more by professionals, while Pinterest has a strong following among women with children. Pinterest involves posting photos or graphics. YouTube is a good platform for sharing videos, while Flickr allows you to share photographs more easily.

Top Nonprofits offers [this guide for nonprofits](#) getting started with social media.





Advancing Student Success By Reducing Chronic Absence

### Handouts That Can Help:

- [Why Attendance Matters in Early Education Programs](#)
- [Tips for Parents of Elementary School Students](#)
- [Tips for Parents of Elementary School Students \(Spanish\)](#)
- [Tips for Parents of Middle and High School Students](#)
- [Tips for Parents of Middle and High School Students \(Spanish\)](#)
- [Pledge Cards for Parents](#)
- [Pledge Card for Parents \(Spanish\)](#)
- [Contacting Hard to Reach Parents](#)

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