

PROMOTING PARENTPAY TO PARENTS

IDEAS AND DOWNLOADS TO
INCREASE PARENT ENGAGEMENT

OVER
3 MILLION
PARENTS
PAYING
SCHOOLS
SAFELY

USED IN
11,000
SCHOOLS
ACROSS
THE UK



www.parentpay.com



ParentPay
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INTRODUCTION

We want to make it as easy as possible for you to get parents on board.

We've found that it works much better when you promote ParentPay to parents, it can make the difference in helping your school go fully cashless.

So we've pulled together an easy-to-use pack that is proven to help increase uptake.

We have included instructions on how to download the different assets and shared ideas for parent communications.

 = download

 = link to website/information

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PARENT VIDEO & ANNOUNCEMENTS

We've put together some ideas for use on your website / school newsletter / social media announcing the launch of ParentPay to parents, carers and followers.

Use these as a guide to create your own announcements. Some but not all will work across all channels.

PRE-LAUNCH

Before ParentPay is live you could adapt the following to educate parents:

NEWSLETTER  

PRE-LAUNCH LETTER  

QUICK GUIDE FOR PRINTING ACTIVATION LETTERS (GUIDE)  

ACTIVATING A PARENTPAY ACCOUNT (GUIDE)  

PARENT A5 HANDOUT  

You could also use messages like the below on your social media channels:

SOCIAL MEDIA IDEAS FOR ACTIVATION  

PARENT VIDEO 

PARENT ANNOUNCEMENTS (CONTINUED)

LIVE

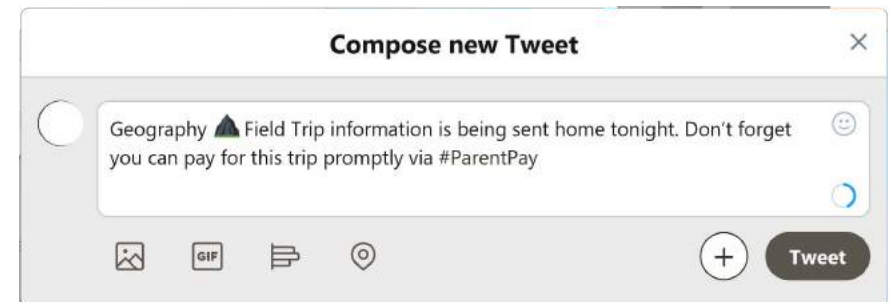
Once ParentPay is live we suggest both a website and a social media announcement.

WEBSITE ANNOUNCEMENT

Copy from the newsletter can be used for the website announcement:  

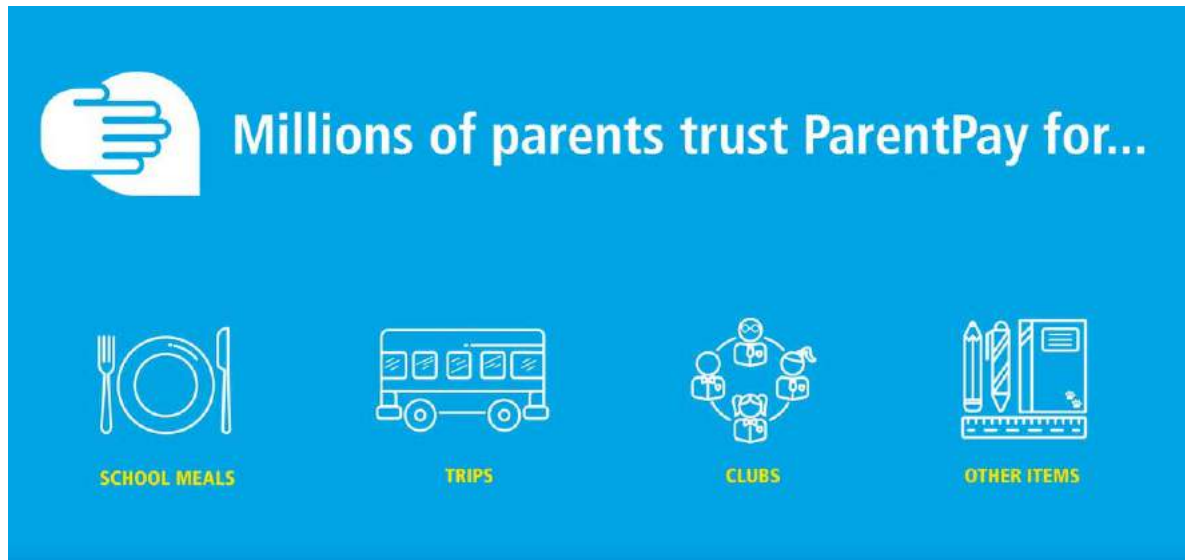
SOCIAL MEDIA IDEAS

Here are a few social media post ideas for events, encouraging more users, promoting successful uptake and setting up alerts.



PARENT VIDEO

To help introduce ParentPay to parents at your school we suggest incorporating the below video for parents into your announcements and/or websites.



WATCH THE VIDEO

HYPERLINK

<https://vimeo.com/336556633>


EMBED CODE

```
<iframe src="https://player.vimeo.com/
video/336556633" width="640" height="360"
frameborder="0" allow="autoplay;
fullscreen" allowfullscreen></iframe>
<p><a href="https://
vimeo.com/336556633">ParentPay - Parents
Overview</a> from <a href="https://
vimeo.com/user49822587">ParentPay</a>
on <a href="https://vimeo.com">Vimeo</
a>.</p>
```

Use the hyperlink if you want parents to click away from your website to view the video, or use the embed code to keep parents in your website as they view the video.

POWERPOINT FOR PARENTS

Ideal for your parents' evenings, new intake meetings and open days to introduce new parents to ParentPay and remind existing parents that they have a hassle-free way to pay online for school dinners, trips and clubs.



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PAY ONLINE FOR SCHOOL DINNERS, TRIPS AND CLUBS
IT'S EASY, QUICK AND SAFE

© ParentPay 2018

Download here  

WHY USE PARENTPAY...



- **Convenient & transparent**
 - Paying online makes life easier for everyone!
 - Saves our school time to focus on teaching
- **Trusted**
 - ParentPay's been used by schools for over 15 years...
 - Used by over 3 million parents across the UK
- **Safe & Secure**
 - Removing cash from school helps keep pupils safe
 - Your money is guaranteed to be spent on what it was intended for!
- **Helps us to help your children**
 - Going cashless helps us focus on what's important - your children

OVER 3 MILLION PARENTS PAYING SCHOOLS SAFELY

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WHAT HAPPENS NEXT...IT'S EASY



- **Step 1 - You'll get a letter from us about ParentPay.**
 - Includes information about how to activate your account
- **Step 2 - Activate your account.**
 - Use the codes in your letter and you will be able to pay for school dinners and other items straight away
- **Step 3 - Don't miss out!**
 - Don't forget to set up Alerts so you receive an email (free) or SMS text when your balance is low or there are new items to pay for

USED IN 11,000 SCHOOLS ACROSS THE UK

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★★★★★ Olga Cara, UK

Really helpful for school related payments

ParentPay made my life as a busy mum so much easier. Now I can pay for school trips and lunch in my own time and I do not have to worry about cash.

★★★★★ Brian Parsons, UK

Parentpay is great!

So easy to pay for school related items, particularly lunches. You can see what choices your child is making and keep an eye on the balance easily.

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WEB BANNERS



Why not embed a link to the parent pages of our website from the web banners below so parents can quickly visit ParentPay for more information?

In advance of your 'go live' date we recommend you put a web banner(s) on your website with the link to the login page of the ParentPay website, making it easy for parents to navigate from your site to ours.

HOW TO USE

Navigate to www.parentpay.com and [click the login button](#)  located at the top. If you or your IT department would like any assistance in creating these links please do not hesitate to contact our [Support Team](#). 

To get the web banners in the right size, left click to open them on parentpay.com and save the images from the page. If you have any trouble with this get in touch and we'll be happy to help.

Find animated GIF examples here  

WEB BANNERS

1. 1920 x 200px 



2. 468 x 60px 



3. MPU : 300 x 250px 



4. MPU : 250 x 250px 



5. MPU : 400 x 260px 



POSTERS AND FLYERS

It can take time to arrange printing and delivery of materials, so we recommend that you arrange for the relevant promotional materials to be produced ASAP, so they are ready in time for your launch to parents.

USE THESE MATERIALS TO SUPPORT YOUR LAUNCH OF PARENTPAY AND FOR NEW PUPIL INTAKES...

These materials can be used to support the launch of ParentPay but are designed to also be used at any time after that. We recommend that materials are available at parent evenings, especially when communicating to parents of new intake pupils.

HERE ARE SOME IDEAS...

You can download and print A3 size posters to display around parent facing areas of the school; we have also included A4 and A5 flyers which can be left in reception areas and sent home to parents alongside account activation letters.

A4 AND A5 FLYERS



Download A4 here [↓](#) [PDF](#)



Download A5 here [↓](#) [PDF](#)

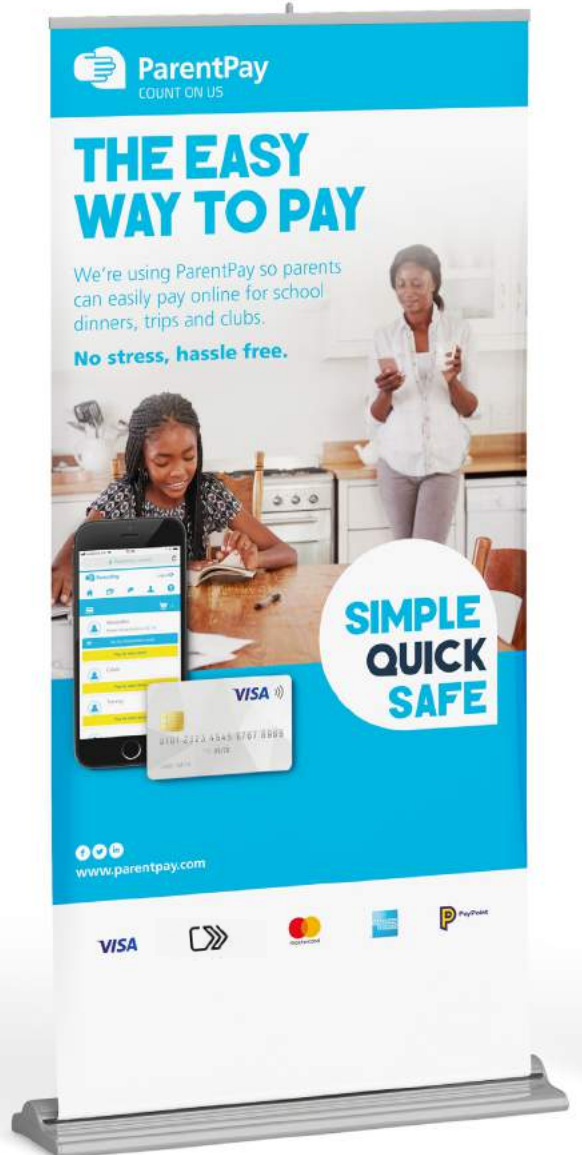
A3 POSTER



Download A3 here [↓](#) [PDF](#)

OR IF YOU REALLY WANT TO MAKE AN IMPACT...

...YOU COULD GET SOME ROLLER BANNERS DONE



Download banner 1 here [↓ PDF](#)

Artwork size 1000mm (w) x 2000mm (h)

PRINTING GUIDANCE

If you are working with a professional printer, we have prepared the materials in a format they should be able to replicate at high quality.

It is IMPORTANT to ask for a proof before signing off high volumes of printing.

If your printer requires the material in a different format, then please contact us. 

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