

Enrollment/Informational Email Messages

Option 1

Subject Line:

Searching for quality, full-time virtual learning?

Message:

There are many considerations when choosing the right educational approach for your child.

{School Name} is here to provide a high-quality, home-based virtual learning opportunity for students in grades **{Grade Range}**. Our tuition-free virtual program is the perfect option for families looking for first-rate, supportive online learning. Parents and staff in the **{School Name}** program work together to keep our students engaged and excited about learning. Flexibility; support; and trusted, award-winning courses are just a few of the many advantages of this exciting learning alternative. **These benefits are available for your child tuition-free through {School Name} for grades {Grade Range}.**

What you can expect from **{School Name}**:

- **Access to Edmentum's award-winning catalog of over 500 courses**
- **Ongoing, personal support from {STATE}-certified teachers** experienced in virtual learning
- An **easy-to-use online platform** that brings lessons to life with engaging multimedia resources
- **Engaging learning** opportunities that build creative thinking and problem-solving skills
- A **personalized educational experience** for your child

Learn more about tuition-free virtual learning from **{School Name} today:**

Visit: **{School Website}** or call **{Phone Number}** to speak to our staff.

Option 2

Subject:

Find out what virtual learning is like at {School Name}

Message:

There are many different online learning options available. It's hard to know which will be the right fit for your child.

Here at {School Name}, we believe that online learning should be personalized and flexible to fit the needs of each student. That's why we've built a virtual learning program that takes the best parts of learning online—engaging courses, flexible pacing, and the latest learning technology—and made sure to include the support and guidance students need to be successful.

{School Name} students and parents can expect:

Flexibility to choose between live and asynchronous learning

Students move through their online courses at a pace that works for them with the option to attend weekly live lessons or view recorded lessons on demand as needed.

Award-winning courses designed to meet all students where they are

Edmentum's research-based courses are designed to engage students and help them make meaningful, real-world connections to the lessons. Frequent opportunities for practice and integrated assessments allow students to move past content they have already mastered and focus on concepts that they need additional help with.

Personal support from certified teachers

Certified teachers check in with students regularly to ensure that they are on track and feel confident in their understanding of the material. Students can reach out to their teacher at any time with questions. Prescheduled "office hours" and live subject area help is also available.

To apply, visit: {Application URL}

Have additional questions? Call {PHONE NUMBER}

Option 3

Subject Line:

Your child's virtual school enrollment

Message:

Headline: {School Name} for Grades {Grades Here}

Virtual Learning with Teacher Support

At {School Name}, we understand that the education of your child is one of the most important responsibilities you hold as a parent/caregiver. That's why we created our tuition-free public virtual school option for families with students who need or learn best in an online environment. We pride ourselves on providing our students with high-quality online learning powered by Edmentum's award-winning courses and offering a flexible learning experience that is personalized to the needs of each student.

At {School Name}, you'll never have to go it alone.

We offer ongoing, personal support from certified teachers who are experienced and trained in the needs of online learners. In addition, we offer extracurricular opportunities and social activities for a well-rounded school experience.

{School Name} provides the flexibility, tools, and support students need for a successful virtual learning experience.

Apply now to reserve your child's spot. Call {Phone Number} or visit: {URL for Enrollment Page}.

Can we answer any questions for you? Simply call {Phone Number} to speak to one of our advisors.

To families who have not applied after multiple contact attempts

Subject line:

Checking in: How can I help?

Message:

Dear **{Name}**,

We have tried reaching out to you a few times because you expressed interest in **{SCHOOL NAME}**, but we haven't been able to connect. No matter where you are in the decision-making process, we hope you will reach out to us. We are here to help!

Simply call us if you have any questions at **{Phone Number}**, or reply to this email at your earliest convenience. Our team is available **{Monday through Friday, hours}**.

We look forward to helping you learn more and discussing how **{School Name} can be your partner in your child's educational success.**

Don't delay; apply today!

Visit: **{Application Page URL} or call **{Phone Number}****