

Offer “Bring a Friend” day

Mail two thank you notes by the end of the week

For A+ work each teacher should write a brief thank you note to the parents of visitors. This should thank them for sharing their child for the day and mention something personal about the child.

The second one is just as important, *and is written by you to the family who invited the visitor*. To encourage referrals we need to consistently thank people when they refer. You could say something like, "We are honored that you trust us enough to share us with your friend [neighbor, family]" and/or "Our school thrives when wonderful families like yours share us with other wonderful families they know."

Bring a Friend Day should not be the only event for families to try your school. But it is a simple, additional option to include with your open house, a skip-up or move ahead day