

30 DAYS

How to Launch a School-Wide Newsletter Program in 30 Days

A week-by-week implementation guide for getting every teacher sending consistent newsletters by the end of the month

WEEK 1
Assess

WEEK 2
Build

WEEK 3
Launch

WEEK 4
Stick

THE PROBLEM

Why Most School Communication Programs Fail in the First 60 Days

Most principals launch communication programs with the right intent. They pick a tool, send a few emails to staff, and wait for things to improve. By week six, the momentum is gone. Here are the three reasons this happens:

1. No shared template

Every teacher reinvents the wheel. Nothing looks consistent, so families cannot trust that the next newsletter will look anything like the last. When there is no template, communication becomes a creative burden instead of a five-minute habit.

2. No mandate

Communication is "encouraged" but never required. Without a clear standard, it quietly stops during the first busy week. Encouragement is not a system. A minimum standard is.

3. No accountability system

Principals have no visibility into who is actually sending. Problems stay invisible until families start calling. By then, trust is already eroding.

What good looks like at scale

Every family hears from their teacher every week. The principal sends a school-wide update every two weeks. The front office handles logistics. Everyone uses the same template. The principal can see, with one look, who sent this week and who did not.

That is what this guide builds. One week at a time.

WEEK 1**KNOW WHAT YOU HAVE BEFORE YOU BUILD**

Goal: Understand your current communication reality

Before you build anything new, you need an honest picture of where you are. Most principals overestimate how consistently their school communicates. This week is about getting the real numbers.

Days 1-2 — Assess current state

- Download and complete the Principal's Communication Audit scorecard (daystage.com/resources)
- Note your three lowest-scoring sections — those are your focus areas for this guide
- Pull open rate data from whatever tool teachers currently use (if available)

Days 3-4 — Survey your staff (5 minutes each)

Send a quick four-question survey. You need honest answers, not polished ones.

- How often do you currently send parent communication?
- What tool do you use?
- What is the biggest obstacle to sending more consistently?
- Would a school template make this easier or harder?

Day 5 — Have the honest conversation**One question to answer before you build anything:**

Is the problem tools, time, or buy-in? The answer determines what you build in Week 2. If teachers say they lack time, the template needs to be faster. If it's buy-in, Week 3 is your most important week. If it's tools, you're already in the right place.

WEEK 2**BUILD ONCE, USE ALL YEAR**

Goal: Create infrastructure so every teacher can send without starting from scratch

Days 6-7 — Choose one platform

The most common mistake: letting teachers use different tools. Families end up checking three different apps and missing everything. Pick one tool.

It should:

- Have a template system so newsletters look consistent
- Work on mobile — most parents read on their phone
- Give you visibility into what was sent and when
- Not require a parent app download

Days 8-9 — Build your master template

Your school template should include four standard elements:

- School name and logo in the header
- Teacher name and classroom/grade
- Three standard sections: What We Learned, What's Coming Up, One Thing You Can Do at Home
- A space for one photo or image

Days 10-12 — Build your communication calendar for the year

12 anchor communications that every teacher should know about before the year starts:

No.	Communication	Send Timing
1	Back to school welcome	Before first day
2	First week in review	End of week 1
3	Fall conferences preview	2 weeks before
4	Fall conferences follow-up	Day after last conf.

5	Holiday break schedule	2 weeks before break
6	Winter update	First week back
7	Testing preparation	2 weeks before testing
8	Spring conferences preview	2 weeks before
9	Spring testing window	Week before tests
10	Spring conferences follow-up	Day after last conf.
11	End-of-year transition	2 weeks before last day
12	Summer connection message	Last week of school

Days 11-12 — Define your minimum standard

- Every teacher: One classroom newsletter per week during the school year
- Principal: One school-wide newsletter every two weeks
- Front office: Event reminders and logistics updates as needed

Write it down. Put it in the staff handbook. This is not optional.

WEEK 3

GET EVERYONE ON THE SAME PAGE

Goal: Train staff in under 30 minutes and go live

Days 13-14 — Prepare your 20-minute PD session

Time	Topic	Notes
3 min	Why we are changing	Share one piece of data from your audit
5 min	Show the template	Walk through it live, show how fast it is to use
5 min	Live demo	Fill one out in real time, show how it looks on mobile
5 min	Questions and concerns	
2 min	Next steps	Timeline and who to contact for help

Key message: "This should take 15 minutes per week. If it is taking longer, tell me and we will fix the template."

Day 15 — Communicate to parents before launch

Sample parent announcement:

Dear [School Name] Families, Starting next week, you will receive a newsletter from your child's classroom teacher every week. These newsletters will tell you what your child is learning, what is coming up, and one thing you can do at home to support their learning. [Principal Name]

Day 16 — Do the hands-on run

During your staff PD: everyone opens the platform, fills in the template, and sends one draft before leaving. Do not accept "I'll try it at home."

- Bring printed one-pagers with template link, login instructions, and who to contact for help

Days 17-18 — Soft launch

Have three to five teachers send their first newsletter this week. These are your early adopters. Use their experience to identify any problems before the full launch.

Days 19-20 — Full launch

All teachers send their first newsletter by Friday of Week 3.

WEEK 4
MAKE IT STICK

Goal: Check the system, address resistance, and set up the ongoing rhythm

Days 21-22 — Check in with your early adopters

Three questions to ask:

- How long did it actually take?
- What was confusing?
- What would make it easier?

Use their feedback to update the template or instructions before your next all-staff check-in.

Days 23-24 — Check who sent and who did not

Do not make this punitive. Make it a support conversation.

Script for the teacher who did not send:

"I noticed we did not get a newsletter from your classroom this week. I want to make sure you have what you need. What got in the way? Let's figure out how to make this work for you."

Common responses and what to do:**"I forgot"**

Set a recurring reminder together, right now.

"It took too long"

Sit down with them and fill one out together. If it takes longer than 20 minutes, the template needs fixing.

"I didn't know what to write"

Show them the three-section structure. This removes 90% of the blank-page paralysis.

Days 25-26 — Celebrate and share

Send a brief all-staff note recognizing everyone who sent this week. Share a parent response (with permission) if you received one. Visibility of positive impact matters more than principals often realize.

Days 27-28 — Report to your superintendent

One-page summary covering:

- What you launched and when
- How many teachers are participating
- Early engagement numbers
- What you will measure at the 90-day mark

Days 29-30 — Document and systematize

Write down the system: the template, the calendar, the minimum standard, the accountability process. Put it somewhere a new teacher or a new principal can find it in year two.

AFTER DAY 30

What This Looks Like After Month One

Month one gets you launched. The real work is making it automatic.

Monthly rhythm

- Every Friday: teachers send weekly classroom newsletter
 - Every other Tuesday: principal sends school-wide update
 - First week of each month: front office sends calendar preview
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Accountability rhythm

- Monthly: review send rates
 - Quarterly: look at open rate trends
 - Annually: run the audit again
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When staff turn over

- New teacher onboarding includes a 15-minute communication walkthrough
 - Template access is provisioned on day one, not week three
 - The minimum standard is in writing, not just in your head
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When it stops working

Something always disrupts the rhythm. When it happens, do not restart from scratch.

Send one all-staff message:

"We got off track. Starting this Friday, we are back to our weekly newsletters. If you need anything from me to make that happen, reply to this email."

That is it. No guilt. No drama. Just restart.

Your 30-Day Plan Is Ready. Now You Need a Tool That Holds It Together.

Daystage was built for exactly this: a shared newsletter platform where every teacher sends from the same template, on the same schedule, and you can see who sent what without sending a single follow-up email.

- ✓ **One platform** — Your entire school, one tool, one login
- ✓ **Shared template** — Every teacher sends from the same branded design
- ✓ **Principal dashboard** — See send rates by classroom without asking anyone
- ✓ **AI-assisted drafting** — Newsletters in 5 minutes, not 30
- ✓ **Parent archive** — Families find past newsletters anytime

Team Plan: \$249/year for your whole school. No per-teacher fees.

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