

NOVEMBER

The Family Engagement Planner



A Month-to-Month Guide Full of Ideas,
Templates, and Routines That Work



ParentSquare

Introduction: Why Family Engagement Matters



ParentSquare began with a simple, deeply held belief: **every family—no matter their schedule, language, or background—deserves to feel connected to their child’s school life.**

What started as a grassroots effort in just four local schools has since grown into a platform that supports over 20 million family-teacher connections across the country.

But along the way, I’ve learned something important: **technology alone isn’t enough.** True family engagement doesn’t happen by accident—it takes intention. It takes systems, routines, and a shared commitment to making families feel seen, heard, and valued.

That’s why I started this guide.

Whether you’re a district leader, a school administrator, or a teacher in the classroom, my hope is that this month-by-month roadmap helps you move beyond one-way updates—and into real, ongoing partnership with the families you serve.

And like ParentSquare itself, this is a **living guide**—built to evolve with your feedback, questions, and ideas.

Inside, you’ll find templates, tools, and practical ideas—but more than that, you’ll find heart. Because our goal isn’t just to communicate better. **It’s to build something better—together.**



Anu Vaid
Founder & President



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Gratitude, Giving & Community



Theme: Appreciation, Service, and Giving

Your Goal for November

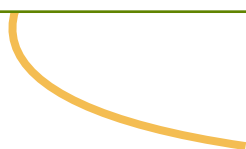
November is the natural season for cultivating gratitude and highlighting the bonds between schools, families, and your wider community. It's also a month where energy can dip — fatigue can set in, families are stretched, and holiday planning is in full swing. This is the moment to:

- Celebrate staff, volunteers, and families with authentic thank-you messages.
- Showcase service projects that support local needs, from food drives to volunteerism.
- Encourage student voice and creativity through social media spotlights, Canva/Studio Editor posts, and gratitude videos.
- Share holiday schedules and resources early to reduce stress and confusion.
- Build trust with the community by introducing new school board members and being transparent about upcoming funding priorities (bond/levy conversations often begin this time of year).
- Reinforce wellness and connection as the season gets busy.

By the end of November, families should feel **appreciated, connected, and included** in both celebrations and planning.



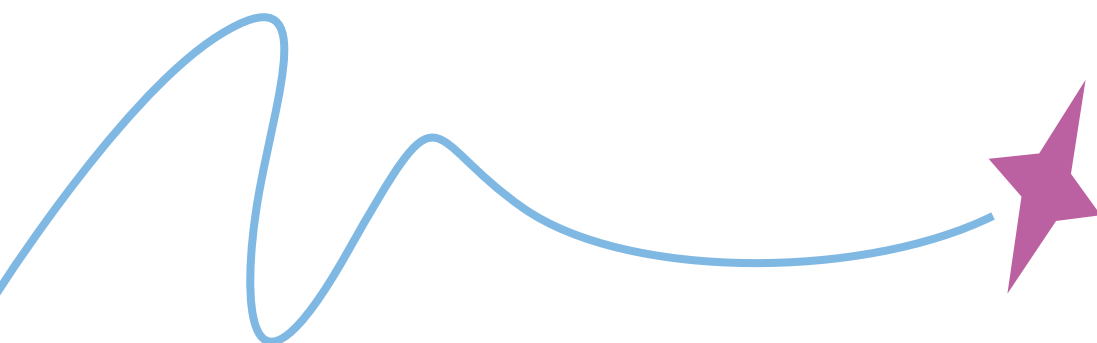
Note: Many of the tools and templates linked in this chapter are available to ParentSquare customers through our knowledge base. **Reach out here** to request a preview or learn more.



November Checklist

Checklist: November Essentials

- ☐ District/School thank-you **posts** from leaders, spotlighting staff, students, and families.
- ☐ Teacher appreciation posts or direct thank-you **messages**.
- ☐ Highlight student-led service projects (food/gift drives, coat collections, volunteer work). Use **Pay + Forms** to collect donations or **sign-ups**.
- ☐ Partner with PTAs for food/toy drives or **fundraisers** (promote via **Smart Sites**, **newsletters**, and **social media**).
- ☐ Share holiday schedules, **calendars**, and planning forms well in advance.
- ☐ Highlight community partners and **service events** on Smart Sites.
- ☐ Celebrate staff and volunteer contributions via **newsletters** and **social media**.
- ☐ Invite families to **share gratitude stories** (written, video, or Canva graphics created by students).
- ☐ Post introductions for any **newly elected school board members** to build trust and transparency.
- ☐ Use ParentSquare to **poll families** on needs heading into winter break (meals, childcare, resources).
- ☐ Share a **bond/funding “explainer” post** if your district is preparing for a 2026 campaign — start building awareness early.



Where to Communicate What

Use each communication channel purposefully this month — share appreciation widely while keeping logistical updates clear and consistent.

Channel	Examples This Month
ParentSquare Posts	• Superintendent/Principal gratitude messages. • “Thank you” spotlights on staff, students, and volunteers. • Student-created Canva graphics or short videos expressing gratitude. • Calls to participate in service projects or fundraisers (embed Pay + Forms).
Newsletters	• Round-up of service drives, deadlines, and holiday schedules. • “Voices of Gratitude” section with student/parent submissions. • Highlight of community partners and local resources for families.
Social Media	• Thanksgiving week gratitude campaign: daily posts featuring student voices, photos, and family thank-yous. • Showcase service projects with hashtags like #ThankfulForOurSchools. • Spotlight new school board members.- Share wellness tips or quick staff appreciation shout-outs.
School Website / Smart Sites	• Holiday calendar and schedule page. • Dedicated “Community Service & Giving” section. • Partner spotlight: local food bank, toy drive, or nonprofit. • Bond/funding FAQ page if relevant. • Student gallery of gratitude artwork/videos

“ParentSquare has helped us reach more of our school community, and tools like **SmartSites and Studio Editor** make it simple to highlight our students’ creativity.”

— JESSICA SCHMETTAN, PORT JEFFERSON UFSD, NY

Starting the Bond/Levy Conversation

Not every district is in a funding cycle, but if yours is, November is a strategic time to begin building trust and transparency.

How to use ParentSquare for bonds/levies:

- Share a Q&A post or infographic: “What is a bond? What does it mean for our schools?”
- Post short board member intro videos tied to funding priorities.
- Create a Smart Sites page with FAQs, project lists, and timelines.
- Use Forms or polls to gather community input on priorities (e.g., facilities, safety, technology).
- Schedule regular update posts so families hear about funding in a steady, approachable cadence — not just at election time.

Reflection Prompts

- Did your gratitude messages feel authentic and inclusive of staff, students, families, and partners?
- Were service projects well-publicized and easy for families to participate in?
- Did you highlight student voices and creativity (not just district/school leaders)?
- Have you introduced or welcomed any new school board members? How did families respond?
- Did we begin to build transparency and trust around upcoming funding/bond priorities?
- Are staff and families entering the holiday season feeling supported and appreciated?



Data to Monitor

Use ParentSquare’s dashboards this month to see which messages of gratitude, service, and celebration resonate most — these insights help you strengthen family connection heading into the holidays.

Metric	Why it Matters
Engagement with gratitude posts (likes, comments, shares, app opens)	Shows how families respond to authentic appreciation and celebrations.
Participation in drives/fundraisers (Pay + Forms usage)	Measures both community involvement and money received.
Newsletter open rates and link clicks	Confirms families are seeing and acting on holiday schedules and service opportunities.
Social media impressions and shares	Extends school visibility and strengthens reputation in the community.
Website/ Smart Sites traffic to “holiday” and “service” pages	Ensures families are accessing critical info and resources.
Poll/survey participation (needs heading into winter break)	Gives early visibility into family needs for December planning.

“ParentSquare has streamlined our district’s communication systems — everything we need is in one place, and the **data dashboards give us real insight into engagement.**”

— CHRISTINE STEWART, CUYAHOGA FALLS CITY SCHOOLS, OH

“ParentSquare has been transformative for our school — it gives us the tools and **analytics to understand engagement trends and improve outreach.**”

— ANTHONY JOHNSON, MONTGOMERY COUNTY, TN

Appendix



Based on an analysis of over **100,000 ParentSquare posts from November 2024**, here's how schools and districts used the platform most often:

- 📅 **Announcements & Reminders (34%)** — The backbone of school communication: logistics, deadlines, and conference sign-ups.
- 🎉 **Holiday Greetings & Celebrations (22%)** — From “Friendsgiving” to “12 Days of Bliss,” schools celebrated gratitude and joy.
- 🏆 **Seasonal & Extracurricular Events (16%)** — Sports nights, fundraisers, and student showcases kept families connected.
- 📖 **Academic Updates (17%)** — Teachers shared curriculum highlights, test prep reminders, and progress reports.
- ❤️ **Community Support (10%)** — Staff recruitment, safety drills, and district updates built trust and transparency.

Takeaway: November communication blends celebration and logistics. Use ParentSquare to combine the practical (reminders, deadlines) with the joyful (gratitude, student work, and community connection).



Sample posts

1. Gratitude Spotlight Post



District Name

November, 2025

We're Thankful for Our Teachers!

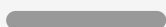
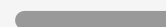
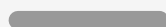
This season of gratitude is the perfect time to pause and say a heartfelt thank you to the incredible teachers at [School/District Name]. Every day, they go above and beyond to inspire, support, and care for our students.

We encourage families to share their own words of appreciation in the comments — let's fill this thread with gratitude and positivity!



Attachment (optional):

 Add a group photo of staff or a Canva "Thank You" graphic.



2. Holiday Greetings & Classroom Celebration

Subject/Headline: Celebrating Gratitude and Friendship in Our Classroom!

Body: As we head into the holiday season, our class took time to celebrate friendship and gratitude with a special activity this week. Students worked together to make “Friendship Soup” — chopping vegetables, stirring ingredients, and sharing stories about what they’re thankful for.

We wrapped up the day with a cozy “Thankful Movie Afternoon” and enjoyed some treats together. It was a joyful way to pause, reflect, and celebrate how kindness and teamwork make our classroom family so special.

We hope all our families have a wonderful, restful holiday break filled with gratitude and togetherness!

Attachment (optional):

 Add a photo collage of students cooking, crafting, or celebrating.

 Include a “We’re Thankful For...” graphic template for students to fill in and share.

3. New School Board Member Introduction

Subject/Headline: Welcome [Board Member Name] to the [District Name] Board of Education!

Body: We’re excited to welcome [Full Name] as the newest member of the [District Name] School Board. [First Name] was elected this November and brings a passion for supporting students, families, and staff.

Here’s a little about [First Name]:

-  Background: [short professional/community background]
-  Education/connection to schools: [note if they’re an alum, parent, educator, etc.]
-  Goals: [insert a short quote or statement of focus, if available]

Please join us in congratulating and welcoming [First Name] as they begin their service to our students and community.

Call-to-action / Attachment (optional):

 Add a headshot of the new member.

 Invite families to submit questions in advance for an upcoming “Meet the Board” Q&A session.

4. Food Drive / Service Project Announcement



Join Us in Giving Back — Annual Holiday Food Drive

From: District Name

Together, we can make a difference for families in our community. From November 10–22, [School/District Name] will be hosting our annual Holiday Food Drive.

Here's how you can participate:

- Drop off non-perishable food items in the bins located at [list locations].
- Prefer to give online? Use our ParentSquare Pay link here: [Insert Pay Link].
- Want to help collect, sort, or deliver items? Sign up here: [Insert ParentSquare Volunteer Sign Up Link].

Thank you for helping us spread kindness and ensure every family in our community has what they need this season.



FOOD DRIVE

NOVEMBER 1, 2025
Help us provide food to families in our community!

ITEM ACCEPTED

- Drinkwater
- Milk
- Fruits
- Bread
- Nuggets
- Rice
- Noodles
- Vitamins
- Canned Items

CALL US TO DONATE
+123-456-7890

MORE INFORMATION
www.reallygreatsite.com

“ TOGETHER, WE CAN FILL EVERY PLATE — AND EVERY HEART. ”



Your School Logo

Attachment (optional):



Include a photo of last year's drive or a **Canva flyer** with dates and items needed.

5. Understanding Our Upcoming Bond

Subject/Headline: What Is a School Bond, and Why Does It Matter?

Body: Families often ask: “What’s a bond, and how does it affect my child’s school?” Here’s a quick overview:

- **What is a bond?** A school bond is like a home loan — it allows our district to borrow money to improve school buildings, safety systems, and technology.
- **Why does it matter?** Bonds fund projects that keep schools safe, modern, and able to serve all students — things like repairing roofs, upgrading heating/cooling, building classrooms, and improving safety features.
- **When is this happening?** Our district is beginning conversations now so families have clear, accurate information. The bond would be placed on the ballot in [Month Year].
- **How can families get involved?** We’ll be sharing updates here in ParentSquare and on our district website. Families will also have the chance to ask questions, attend info sessions, and give feedback on priorities.

We’re grateful for our community’s partnership and will keep communication transparent every step of the way.

Optional add-ons:

- 📷 Add a simple infographic with “Bond = Building Better Schools.”
- 🔗 Link to your Smart Sites FAQ page or bond information hub.
- !? Add a ParentSquare Form to collect questions from families.



6. Seasonal & Extracurricular Events:

Subject/Headline: Join Us for a Night of School Spirit!

Body: The [School Name] basketball season is officially underway, and we're kicking things off with a fun-filled "Night with the [Mascot Name]" celebration!

Join us for an evening featuring our boys' and girls' basketball teams, cheer squad, and dance team — plus special performances, raffle prizes, and a few surprise games featuring our staff!

- 📅 **Date:** [Insert Date]
- 🕒 **Time:** Doors open at [Time], events begin at [Time]
- 📍 **Location:** [Venue Name or Gym, Address]
- 🎟 **Admission:** Free for all families and fans!

Bring your school spirit and help us cheer on our students as we celebrate teamwork, talent, and community pride.

Attachment (optional):

- 📷 Add a flyer, team photo, or event graphic.



AI Prompt Bank for November



Use these ready-to-go AI prompts in your preferred tool, then copy the polished version into ParentSquare.

Gratitude & Appreciation

- “Write a short, warm thank-you message from the principal to all staff for their hard work this fall. Make it friendly and include one sentence about how their effort impacts families.”
- “Draft a thank-you post recognizing volunteers who helped at recent school events. Keep it concise, upbeat, and community-focused.”
- “Generate a fun Thanksgiving-week daily gratitude series. Each post should spotlight a different group (teachers, bus drivers, cafeteria staff, students, parents, community partners).”

Student Voice & Canva Integration

- “Write a student spotlight post where a 5th grader shares what they’re grateful for at school. Keep it short and conversational.”
- “Create a Canva/Studio Editor post template for a gratitude quote card. Include seasonal fall graphics and space for a student’s name/quote.”
- “Draft instructions for students to record 30-second gratitude videos for social media.”

Service & Fundraising

- “Write a ParentSquare post announcing a school-wide food drive. Include dates, drop-off locations, and a ParentSquare Pay link for donations.”
- “Draft a newsletter blurb about the PTA’s holiday toy drive. Include a thank-you to last year’s donors and a call-to-action for this year.”
- “Generate a Smart Sites partner spotlight highlighting the local food pantry, including a volunteer sign-up form.”



Wellness & Connection

- “Write a supportive post reminding families to practice gratitude and self-care as the holidays approach. Tone: warm and encouraging.”
- “Draft a thank-you post for school counselors, recognizing their role in supporting student and family wellness.”

Bonds & Transparency

- “Write an introduction post for a newly elected school board member. Keep it welcoming and highlight their commitment to student success.”
- “Draft a Q&A style post explaining what a school bond is, why it matters, and how families can learn more. Tone: clear and approachable.”

Looking Ahead

December – Winter Support & Warmth

Theme: *Providing Resources & Connection During Break*

As families prepare for the holidays, communication, support, and connection shouldn't pause. December is the time to highlight resources (meals, childcare, wellness), celebrate classroom milestones, and use ParentSquare's scheduling features to keep schools “present” even while closed.



Have Questions or Ideas?

Please submit to support@parentsquare.com with the subject: **Family Engagement Guide Question/Idea**. Thanks.