

# Written Communication Template

*From "Sending Messages" to "Making Them Land"*

## Why Your Words Matter

Let's be honest: in the middle of a loud hallway or a busy pickup, communication usually feels like just one more thing on your "to-do" list. But the reality is that your writing is what stays in the room after you walk out. Every email, text, and memo you send is a signal to your team and your parents. If those signals are clear, things run smooth. If they're messy, you end up spending your whole day clearing up "he-said-she-said" confusion. This toolkit is about making sure your words do the heavy lifting for you, so you can spend less time explaining yourself and more time actually leading.

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## Part 1: The Pre-Write Frame

*Before you type, answer these three questions to anchor your message:*

1. **What's the point?** (Am I just giving info, fixing a mistake, or trying to fire people up?)
  2. **Who am I talking to?** (Staff? Parents? Someone I don't know yet?)
  3. **What's the "One Thing"?** (If they forget everything else, what is the one thing they actually need to do?)
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## Part 2: Parent Communication (Flexing Your Tone)

*Parents need you to get to the point for logistics, but they need to feel your heart when you're changing their budget or their routine (i.e. the elephant in the room). Below are two scenarios:*

### Scenario A: The Logistical Change (Short & Direct)

- **Greeting:** "Hi families—hope you're enjoying the sunshine!"
- **What's happening:** "Starting Monday, drop-off is moving to the side gate by the flagpole."
- **Why it matters:** "This should help the morning traffic move faster and keep the entrance a lot safer for the kids."
- **Action:** "Please use that new gate between 7:30 and 9:00 AM."
- **Close:** "Thanks for helping us make this work!"

## Scenario B: The Tuition Increase (Warm & Honest-The "Elephant" Addition)

- **Greeting:** "Hi families—I want to start by saying how much we appreciate you being part of this community."
  - **What's happening:** "Starting June 1st, we'll be increasing tuition rates by 5%."
  - **The "Elephant":** "We know that any increase in costs is a hit on the family budget, and we don't take that lightly. This isn't a decision we make easily, but it is one we make to ensure the long-term quality and stability of the care your child receives."
  - **Why it matters:** "This adjustment allows us to keep our amazing teachers here and continue investing in the curriculum and supplies that make our classrooms thrive. It helps us cover rising operational costs so we can keep our standards exactly where you expect them to be."
  - **Action:** "You'll see the new rate on your June statement automatically. If you have questions about your specific account, please just come talk to me."
  - **Close:** "Thank you for trusting us with your kids. We don't take it for granted."
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## Part 3: Staff Communication (Flexing Your Tone)

*Your team needs a clear "why" for safety, and they need a supportive hand when you're correcting the "vibe" of the room. Here are two scenarios:*

### Scenario A: The Safety Standard (No Guesswork)

- **Greeting:** "Hi team—hope you're having a good week."
- **Context:** "We've seen a few too many bumped heads on the playground lately."
- **Insight:** "The best way to stop an injury is to see it coming before it happens."
- **Action:** "Let's tighten up our 'Pan and Scan.' Keep your back to the fence and stay close enough to hear what's happening. If you see a kid about to stand on a swing, jump in *before* they're actually on their feet."
- **Value:** "This is how we show parents we're the best at what we do."
- **Close:** "Thanks for staying sharp and looking out for each other."

### Scenario B: The "Classroom Vibe" (Low Pressure/High Support)

- **Greeting:** "Hi team—I know these long afternoons can be exhausting, and I see how hard you're working."
- **Context:** "Lately, the transitions have been feeling a little chaotic and loud, which usually makes the kids (and us) feel even more stressed."
- **Insight:** "It sounds simple, but when we lower our voices, the kids usually follow suit."
- **Action:** "This week, let's try 'whisper transitions' and give the kids a 5-minute warning before we move. It's a small shift that makes the whole room feel cooler."

- **Value:** "A calmer room makes the day a lot easier for the kids—and a lot less draining for you."
  - **Close:** "I'm here if you need a breather. Let's try it out tomorrow."
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#### **Part 4: The Final Audit**

- **The Read-Aloud Test:** Does this sound like a normal person talking?
- **The 10-Second Test:** Can I find the "Action" in ten seconds or less?
- **The "Me" Test:** Does this sound like *me*, or like a computer wrote it?