

Parent Express Email



Easier to execute and more cost effective than the “Backpack Express”

Printing and distributing flyers to send home to parents can be time consuming and costly. Parent Express Email is a free, quick and hassle-free alternative. It's also environmentally friendly and puts you in complete control of when your message gets sent out without having to depend on teachers to distribute your announcements.

Features and Benefits

NEW FEATURE! New email wizard makes setting up and sending a breeze

No technical skills are required to follow the simple, step-by-step send process. Choose your subject line; choose your recipient list (“all parents” or a subset); pick one of our base templates; and then write your copy and send. You can change colors and font sizes just like you're editing a Word document. And you can even add pictures or attachments. All with one-button simplicity.

Customize your emails with your own school logo and photos

Why settle for sending out a generic looking email from your personal email account or a group list when you can add your school logo and colors and upload your own graphics and photos to the Parent Express Email template? It's another great way to show your school spirit and pride to your school's parents.

NEW FEATURE! Sending attachments is a snap

Whether it's a flyer for your fundraiser or a newsletter that one of your parents created in Word or as a .PDF file, you can now send those to your entire recipient list right through PEX.

NEW FEATURE! Send a message to all parents or just to a specific group of parents

With Parent Express Email you can create one master email list of all your school's parents, as well as smaller sub-lists that allow you to send specific email messages to a specific group of parents (like one list for each grade or one list just for your PTO leadership).

Access your emails and your lists, 24/7, from any computer

All your lists and emails are archived in the Parent Express Email system so you'll have a complete history of all emails that are sent, who sent them and when they were sent. All you have to do is log in and you're ready to review or create and schedule your next email.

NEW FEATURE! Send a PEX email directly from your own personal email account! (i.e.: hotmail, yahoo, etc.)

PEX Quick Send is another great new feature that we think our most frequent users are going to really love. As always, groups can send emails from within the PEX online application. But now with Quick-Send, approved users (those who have email sending permissions) can actually send emails through PEX without having to go to the online application. This is going to be a great tool for those quick emails (fundraiser pick-up reminder) that you want to get out fast.

NEW FEATURE! Multiple users can access the same Parent Express Email account

Another nice new feature of Parent Express Email is the ability to customize who can access your PEX system. One parent is assigned as your PEX “administrator”. The administrator has full use of the system (including sending) and sets the permission levels and roles for each of the other members. New this year – each PEX account can now include two additional “approved senders” who can create, edit and send emails to your school list.

Rest assured that your emails meet the highest security and privacy standards

You can be confident that your Parent Express emails are secure and delivered to members. GroupVine takes every precaution to protect the confidentiality and security of your personal information by using industry-recognized security safeguards such as firewalls, coupled with carefully developed security procedures to protect your information from loss, misuse or unauthorized alteration. Additionally, the PEX system never asks for the kind of personal information (social security numbers or credit card numbers) that are most commonly associated with security problems.