

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

Get a sophisticated look in a simple to build template

With two customizable parent group email templates to choose from and a simple point and click interface, you can create great looking email newsletters and announcements in just minutes. No technical expertise is necessary... simply follow along with the email wizard and your email is ready to send out in no time.

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.

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 lists that allow you to send specific email messages to a specific group of parents. For example... you can quickly and easily send a custom message to all third grade parents or all parents of grades 5-8. There's no limit to the amount of email lists you can use and store in the system.



Be completely confident that your emails are delivered and received

Since your email is being delivered by a leading email provider who is aware of the latest email regulations and Spam issues, you can be confident your Parent Express Emails are getting delivered and not ending up in parents' junk folders. You'll also be able to see who opened your email and which emails bounced due to bad addresses or other issues.

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 this information is easily accessible to any of your board members... anytime on any computer. All you have to do is log in and you're ready to review or create and schedule your next email.

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

All your Parent Express Emails are sent through the Constant Contact email system. Trusted by more than 200,000 small businesses, Constant Contact 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. You'll also benefit from Constant Contact's high email deliverability rates due to strong partnerships with ISPs, a no-tolerance Spam policy, and a leadership role in organizations such as Email Sender and Provider Coalition.