ParentPay
COUNT ON US

Top 10 tips to encourage parent activation
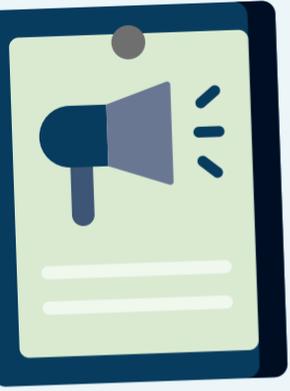
1 Put up posters around the school to raise awareness. This is particularly useful if you can position them around the area where parents queue to make payments at the main office.

2 Make announcements in the school newsletter, on the school website, or on the school's social media platforms.

3 Ask the headteacher to make an announcement at parent's evenings or at new intake meetings outlining the key reasons why the school is making these changes, and how they can benefit parents and students.

4 Promote your new software at your parents' evenings, or at any school event, encouraging parents to activate their accounts before they leave.

5 Have a computer set up in reception and at school events demonstrating the ParentPay system and how easy it is to use.

6 Run a PowerPoint presentation promoting the key features of the system in the school reception.
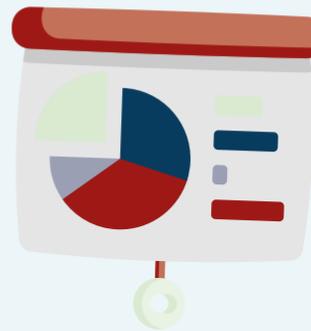
7 Provide access to a computer or tablet to help parents without computers or IT skills to get involved. Show them how to use the site and how easy it can be. If parents don't have an email address, you could even help them set one up.

8 Any time a parent comes to the office to pay for an item, offer help to get them set up with online payments, or provide them an instruction sheet explaining how they can do it at home.

9 Consider incentivising your parents. You might run a competition where everyone who activates their ParentPay account, or makes a payment online or through PayPoint is put into a prize draw.

10 Put a limited availability trip onto the ParentPay system. Advise parents that cash payments will not be taken until a set date, but the item can be paid for online or through PayPoint in advance.

Ensure that you include a PayPoint barcode on any printed communication that gets sent out!

Contact us