

Example attendance text messages

Text messages can be an effective way to communicate quick ‘nudges’ to parents and carers about attendance, usually by text or school-parent apps.

The Education Endowment Foundation [ran a trial](#) to test the impact of texting parents at the start of each half term to inform them on the number of days missed in the previous half term. Texts were sent to parents where attendance was just below 95%. There was a small positive impact on attendance rates. Importantly, schools manually reviewed the texts to ensure that messages did not go out where it was not appropriate e.g. in cases of long-term illness, bereavement etc.

Below are some example messages that can be used in a range of circumstances, including different points in the school week or year and at different levels of attendance. Communications work best when tailored to the individual child and family.

General attendance messaging – to be used at appropriate times in the school week/year
Good morning, we’re looking forward to seeing [Child] in school today. Being in on time helps them settle in with classmates and start the day well. Thank you for all your help.
We hope [Child] has had a good break. We’re looking forward to seeing them back at school on XXX at XXXam. Being in on time helps them settle in with classmates and start the new term well. Thank you for your help with this.
At this stage of term, we want to thank you for your support in getting your child to school. As we get further into term, it’s important we work together to keep this momentum and good routines. If there’s anything making it difficult for them to come in, please contact [Name] on [number]—we’re here to help.
As we approach the end of term, there is still lots happening in school, including lessons and fun activities with friends [add specific activities for year groups here]. Being in every day helps your child feel part of our school community, builds their confidence and helps their learning.
Fridays in school are important. Teachers use them to finish the week’s learning, check understanding, and practise key skills so children start Monday ready. Children also enjoy [activities / events], which helps them build friendships and feel part of the class. [Child] has been absent from school on several Fridays this year. They’ve missed XX so far. If you need help getting them in, call [number] to speak to [Person].
Sometimes it can be difficult to know whether your child is too ill to attend school. NHS guidance says it’s fine to send them in with a minor cough or common cold, as long as they don’t have a temperature – we will keep an eye on them. See NHS guidance ‘Is my child too ill for school’ or contact [Name] on [number].

After an absence

We missed [Child] at school today. School isn't just about learning. It's important for building confidence, friendships and equipping your child with skills for life. Is there anything we can do to help to get them back in tomorrow?

We missed [Child] at school today. One day off is X missed lessons, as well as time spent with friends and doing extracurricular activities. We're here to help — [named person] will be in contact tomorrow to see when they will be coming back in and if there is anything we can do to help.

Highlighting missed time

[Child] missed X lessons / days last half term. Each day in school helps them build knowledge, confidence and friendships, and it's not always easy to catch up when school is missed. This next half term is a fresh start, and we're looking forward to welcoming [child] into school. If attendance carries on being a concern we will be in touch for an informal chat about what might help. If you want to talk anything through in the meantime, please contact [Name] on [number].

[Child] missed X lessons / days last half term. Missing the odd school day can really add up and can affect confidence, especially when lessons build on previous learning. Regular attendance helps children feel secure, keep up with their classmates and achieve well. Let us know if there is anything we can do to help – contact [Name] on [number].

Celebrating improvement / good attendance

We have been really pleased to see [Child] at school today / this week. We can also see their attendance improving, which really helps their learning and social development. Thank you for your efforts in encouraging them to attend. Let's keep up the good work together and help [Child] to build the habits needed for future success.

We are delighted to celebrate that [Child] attended every day last week [or other timescale] – this is brilliant progress and will help [Child] feel settled and more confident. Thank you for your support in this.

Your child's attendance is excellent. Being in school every day means they don't miss key learning, routines or social experiences. This consistency really supports confidence, wellbeing and progress, and it shows in how settled and engaged they are in class. Keep up the good work!

Attainment messages – secondary schools

Being in school in exam years is important for your child's future, as well as having important social benefits too. Missing just 10 days of year 11 reduces the odds of achieving grade 5 in English and Maths by around 50%. If you need help getting them in, call [number] to speak to [Person].

As we start Year 11, we want to emphasise how important it is for your child to attend every day. Good attendance not only impacts academic outcomes but also helps develop essential life skills such as time management and responsibility – they will need this for life after school. If you need help getting them in, call [number] to speak to [Person].

With exams fast approaching, it's important to keep attendance strong. Your child has only XX days to benefit from vital lessons covering exam content. We need your support with making sure they attend every day during this crucial period – let us know if we can help at all.