



smartmusic®

Overview

The Educator's Kit for Communicating with Parents

We are providing a variety of materials in the Resource Center to help save you time in communicating with parents about how SmartMusic can help their children improve faster and have more fun. These materials are based on educators' best practices from around the country. Of course, you know your own situation best, so feel free to use or adapt the materials to fit your needs. These materials are updated from time to time. Please check back in the Resource Center for the most current content.

Communication Materials	Purpose and Timing
Demonstration Event Checklist	To help you plan an event to communicate with parents about your music program and how SmartMusic fits into it.
Parent Letters/E-mails	Two templates exist that you can customize and send as a letter or an e-mail: #1: Invite parents to a demonstration night. #2: Ask parents to purchase a home subscription.
Parent Flyer	<ol style="list-style-type: none">1. To send with the parent letter/e-mail to describe the benefits of SmartMusic, or2. To hand out during the demonstration event to help parents understand the benefits of providing their child with access to SmartMusic at home.
Common Questions Parents May Ask about SmartMusic	<ol style="list-style-type: none">1. To hand out during the demonstration event to clarify the value of SmartMusic and how to purchase and use it at home.
Demonstration Script for a Beginning Band or Orchestra	To help you kick off your student demonstration to parents.
Poster Template	To help you communicate to students about the time and place for the SmartMusic demonstration so that they remember to come and bring their parents.
Parent/Student Video	<ol style="list-style-type: none">1. To show during the SmartMusic demonstration.2. Share the link with parents to in a letter describing SmartMusic.
Student Order Form	Here is an order form for you to pass out during a demonstration night or send home when your school is purchasing SmartMusic student subscriptions.