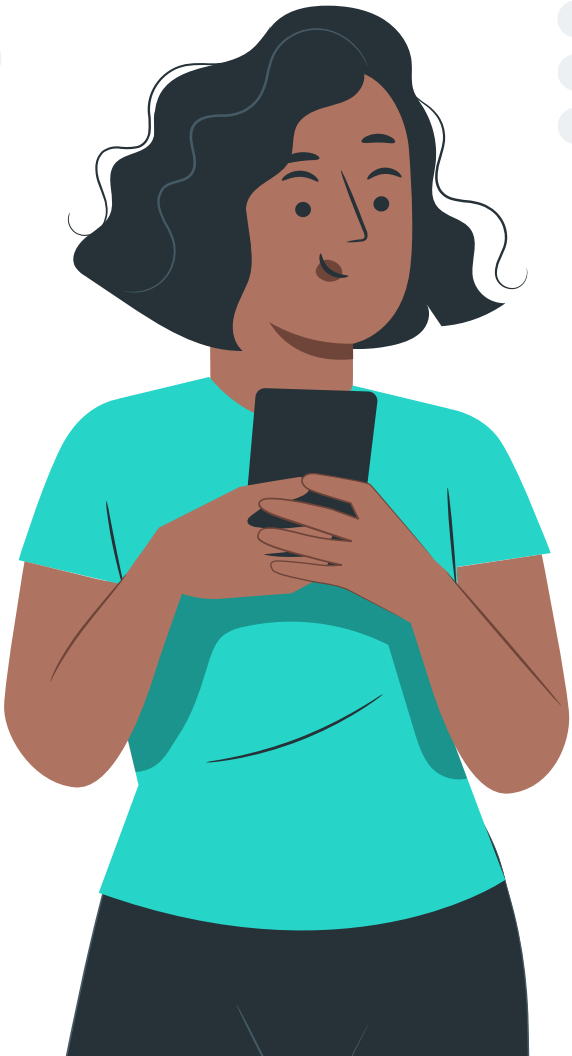
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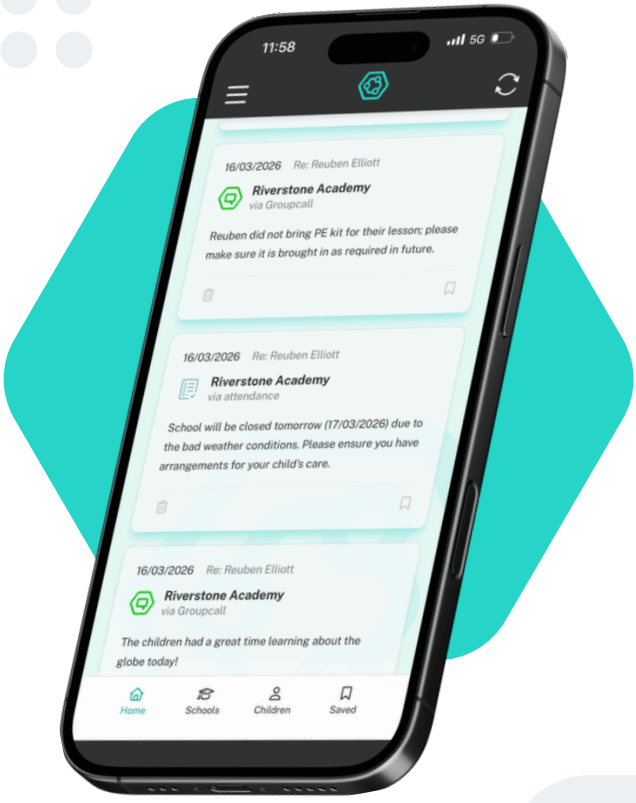
VenturEd Solutions™

GUIDE

How to drive adoption of the Eduspot app in your school

Tips to help you become an Eduspot Champion and engage more parents with our free mobile app





What is an Eduspot Champion?

An Eduspot Champion is someone in school who helps more parents discover, download and use the Eduspot app. It's our way of recognising the people who help make the app a **familiar and useful part of school life.**

When more parents use the app, your school can **reach them more quickly** through app notifications (and often save money on text messages).

When schools **consistently promote** the app, parents become more familiar with where to find messages, payments and other school services, making it **easier for them to engage.**



Why make Eduspot the default?

Schools with higher app adoption and **stronger parental engagement** often tell us that they've made Eduspot their main channel for communication and services.

Instead of constantly asking parents to check emails, texts, social media pages and other systems, schools can bring more information **together in one app.**

Parents can use Eduspot to...

- Receive school communications in one place
- Access payments and other services through their phone
- Check attendance and lateness (where available)
- Manage things such as dinners, clubs, trips and bookings (where available)
- Find important information without having to search across different channels

The more often parents use the app, the **more familiar and useful** it becomes.

STEP #1

Make Eduspot your main channel

The most successful schools don't treat the app as an optional extra. They make it part of everyday school communication and school services. Where possible:

- Send regular communications through the app
- Use the app for payments, bookings and other available services
- Mention the app when introducing new school services
- Include a reminder about the app in newsletters and emails
- Make sure staff know where parents can get help
- Encourage parents to use the app rather than several different channels

This helps parents build a habit. They know where to look, and staff do not need to repeatedly explain where information can be found.

TOP TIP!

Use the app when asking parents to take action

Give parents a reason to open the app as part of your normal school processes. For example, when sending a payment request, remind parents that they can receive the school message and make the payment within the same app.

> **Payment reminder:** Your child's [trip/dinner/club] payment is now due. You can view the details and make your payment through the Eduspot app: https://eduspot.co.uk/download

This helps parents see the app as part of how they interact with school, rather than something they only need to download once.

STEP #2

Focus on the benefits for parents

When promoting the app, explain what parents can do with it rather than simply asking them to download it.

Note that some features depend on whether your school chooses to enable them, such as making attendance data available to view.

Everything in one place

The app brings school communication, payments and more together, reducing the need to check emails, social media and different systems.

More immediate communication

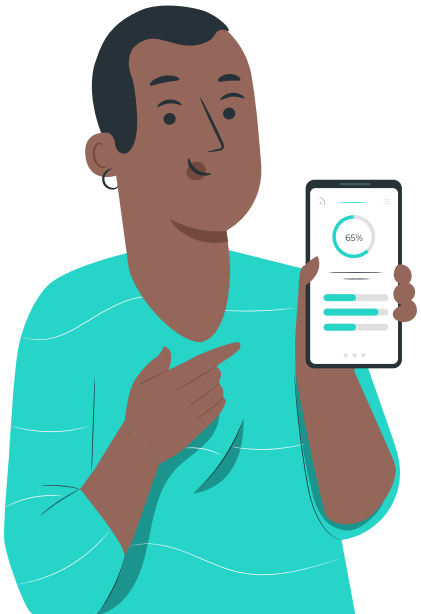
Once parents are familiar with the app, your school can reach them through app notifications and make important messages easier to find.

Simpler payments and bookings

Parents can manage services such as dinners, clubs, trips and bookings through their phone, where these are available through the app.

Easier access to attendance information

If your school chooses to make it available, parents can view attendance and lateness in the app, without needing to contact the school.



STEP #3

Use a range of clear, simple messages

Parents are more likely to act when the message is short, clear and focused on one useful benefit. It's always best to avoid overwhelming them with information.

Here are some examples to get started. Remember to personalise your message to ensure it's relevant to your school community.

Launch message:

> **Get more from school with the free Eduspot app**
>
> The free Eduspot app brings school communication, payments and key information together in one place.
>
> You can use the app to receive updates, manage payments and access other school services from your phone.
>
> Download the app today: eduspot.co.uk/download
> Need help getting started? parents.eduspot.co.uk

Short reminder:

> **Have you downloaded the Eduspot app yet?**
>
> Keep up with school updates and access available school services in one place.
>
> Download the app: eduspot.co.uk/download
> Need help? parents.eduspot.co.uk

Example email or text footer:

> Remember: You can access Teachers2Parents and SchoolMoney through the free Eduspot app. Download the app: eduspot.co.uk/download

Example face-to-face reminder:

> “Have you got the Eduspot app yet? You can use it to [insert relevant benefit]. I can show you how to get started if you need help.”

TOP TIP!

Don’t forget to discuss the app in person

Schools with high app adoption told us they’ve found it useful to chat to parents about Eduspot at the school gates, and offer to help with the initial setup. The app is easy to install, but even easier when staff are right there to help.



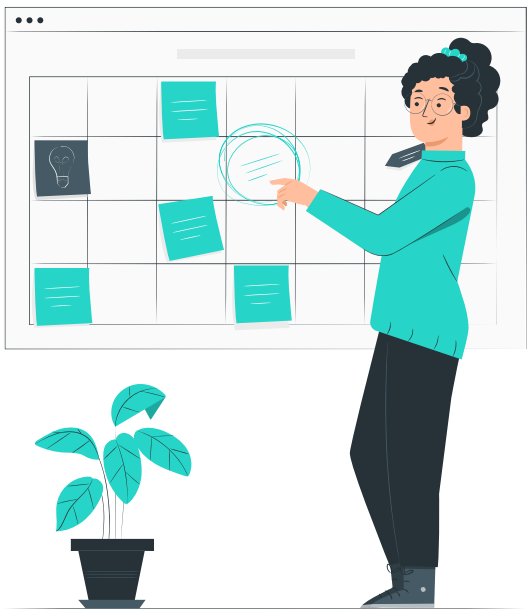
STEP #4

Promote the app more than once

One announcement is unlikely to reach every parent or lead to immediate adoption. Parents may miss the first message, forget to download the app or need to see a clear reason to use it. Regular, helpful reminders can make a difference.

Pre-launch checklist

- [x] Make sure the app is correctly enabled in your messaging system
- [x] Decide which two or three benefits to focus on
- [x] Check that your download links and QR codes work
- [x] Prepare a launch email, letter or text (check out our templates here)
- [x] Add an app reminder to relevant email and text footers
- [x] Use the Eduspot app poster in reception and other high-traffic areas
- [x] Brief staff so they can answer basic questions
- [x] Make sure everyone knows where to direct parents for support



Once you've completed your pre-launch checks, we recommend planning a series of messages over the course of a whole term.

To give you an example, we've put together a **4-week sequence** on the next page to use as a starting point.

You might want to spread out your messages over a longer period if you have a lot of important messages going out.

Example promotion timeline

WEEK 1

Introduce the app

Send a clear launch message explaining the app to parents.

What to cover:

- What the app is
- Why parents should use it
- What they can do in the app
- How to download it
- Where to get help

WEEK 2

Send a reminder

Use a short reminder through an existing channel, focusing on one practical benefit.

Choose an example:

- Receiving school updates
- Managing payments
- Checking attendance records
- Accessing bookings
- Other connected services

WEEK 3

Show how it's useful

Mention the app when communicating about a relevant service.

Do this when...

- Sending a payment reminder
- Opening bookings for clubs/trips
- Sharing attendance information
- Sending a newsletter
- Introducing a new service

WEEK 4

Offer direct support

Remind parents that help is available.

Examples to try:

- Offer help at the school gate
- Ask staff to support at reception
- Discuss at parents' evenings
- Demonstrate the app in person
- Encourage parents to help others

STEP #5

Identity and remove barriers to adoption

Small barriers can stop parents from downloading or using the app. Keep reminding parents consistently, but listen to feedback so you can tackle any specific issues.

“I didn’t know about the app.”

You can raise awareness by using a multi-channel approach, including promoting the app in school with posters, sending physical letters home, and sharing the installation instructions along with common questions and answers. To save time, we’ve already created all of these for you!

“I didn’t get that email.”

Anyone can miss a message or an email. That’s why we emphasise the importance of gently (but consistently) reminding parents across multiple channels. You can include reminders in things like newsletters and email footers. Remember to let new parents know too, particularly in September.

“This looks too complicated, I don’t have time.”

Always include a download link (or QR code where appropriate) to make it as easy as possible for parents to find the right app. For a simple step-by-step walkthrough, you can direct users to parents.eduspot.co.uk in your message.

“I got stuck during the app installation process.”

Offering face-to-face assistance for parents when they come into school tends to be very effective. Ensure your staff are confident using the app themselves, so they can help parents when they see them in person.

TOP TIP!

Encourage word of mouth promotion

Several schools with high adoption told us that parents had started spreading awareness of the app when they talked to each other. Where possible, encourage parents who use the app to help friends and family members get started.

How to become an Eduspot Champion!

- [ ] Staff use Eduspot wherever possible
- [ ] Parents understand the main benefits
- [ ] The app is promoted regularly
- [ ] App reminders included in relevant messages
- [ ] Eduspot posters displayed around school
- [ ] Parents are offered face-to-face help
- [ ] New families are told how to get the app
- [ ] Parents know about parents.eduspot.co.uk
- [ ] Parents recommend the app to others
- [ ] App adoption is improving over time
- [ ] Parents without the app receive reminders

REMEMBER!

Better app adoption helps strengthen parental engagement, which is vital to support pupils' learning and wellbeing.



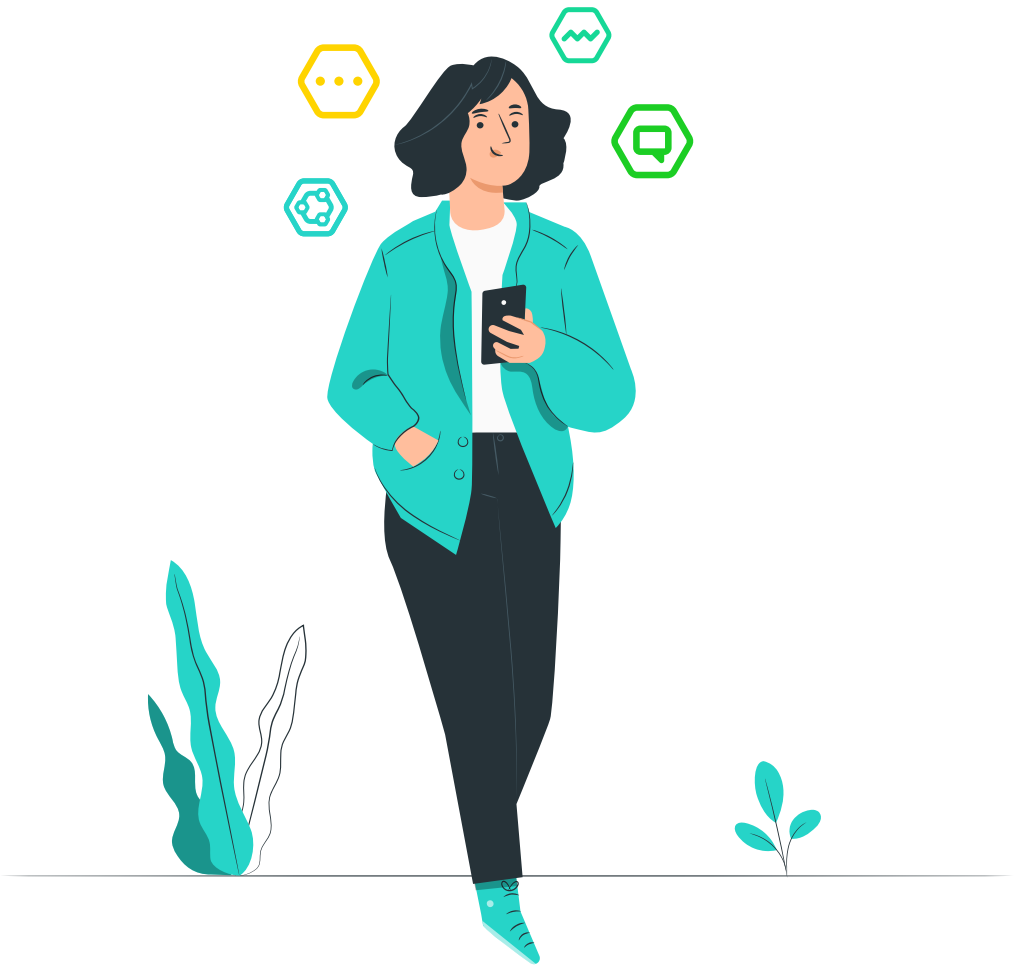
Want to get more from your Eduspot app?

The more closely your school's systems work together, the more useful the Eduspot app becomes for both staff and parents.

If your school already uses Teachers2Parents or Groupcall for communications, you can also use the app alongside SchoolMoney for payments. This gives parents one familiar place to receive school communications and manage payments, while helping your school bring more everyday processes together.

Interested in adding payments to your Eduspot system?

Speak to our team to find out more about SchoolMoney and how it can work alongside your existing communications platform.



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