

BEST PRACTICES

MESSAGING TO PARENTS, METHODS

Creating a page or pages on the district or individual school websites is a great way to drive parents to insure. But wait there's more!



1. Distribution of the Flyer

Below are some tried and true methods to ensure the largest parent participation rate.

- Print the flyer and distribute to the students with the device
- Email the flyer to your principals and site techs, and encourage each school to print and distribute the flyer
- Present the flyer at your orientation meetings
- Post the flyer to your website
- Email blast the flyer to the parents
- Include the flyer in your parent portal – make it an 'Opt Out' form if possible

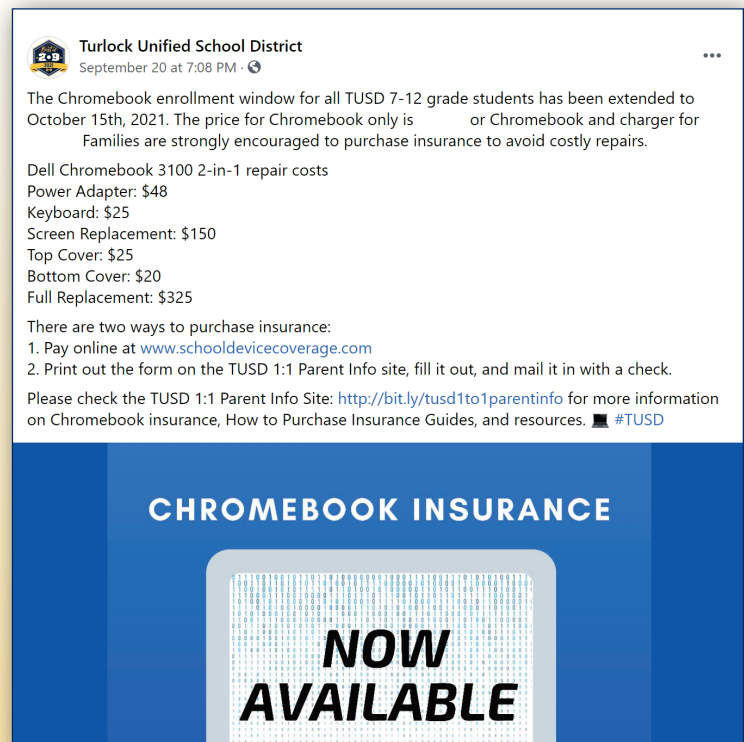
2. Technology User Agreement

- Have the student and parent sign a technology user agreement. Within your document, mention the insurance and the SDC link. [Click here](#) for an example.
- Impose a fine for damages that occur on an uninsured device. By not assessing fines, parents will be less apt to purchase the insurance, thus leaving the district with the financial responsibility of the device

3. Other Marketing Ideas *that Work!*

- Please include your School Device Coverage account manager in your virtual meetings with the school principals and site techs.
- Include the insurance message on a text to the students/parents
- Set up desktop wallpapers on deployed devices promoting the insurance offering
- Please share the link on How to Purchase insurance to the parents. <https://youtu.be/2mFFM11cX1k>

Sample Social Media Post



Turlock Unified School District
September 20 at 7:08 PM · 🌐

The Chromebook enrollment window for all TUSD 7-12 grade students has been extended to October 15th, 2021. The price for Chromebook only is _____ or Chromebook and charger for _____
Families are strongly encouraged to purchase insurance to avoid costly repairs.

Dell Chromebook 3100 2-in-1 repair costs
Power Adapter: \$48
Keyboard: \$25
Screen Replacement: \$150
Top Cover: \$25
Bottom Cover: \$20
Full Replacement: \$325

There are two ways to purchase insurance:
1. Pay online at www.schooldevicecoverage.com
2. Print out the form on the TUSD 1:1 Parent Info site, fill it out, and mail it in with a check.

Please check the TUSD 1:1 Parent Info Site: <http://bit.ly/tusd1to1parentinfo> for more information on Chromebook insurance, How to Purchase Insurance Guides, and resources. 📌 #TUSD

CHROMEBOOK INSURANCE

NOW AVAILABLE