



All Call Scripts

Script 1

This is NAME GOES HERE, Principal/Superintendent at XXX.

I hope your family is having a wonderful summer!

I'm calling because our teachers and I need your help.

Please make sure your child is reading at least 15 minutes EVERY DAY this summer.

Hopefully even more!

Reading is not homework! It's how our children learn.

All of our students worked incredibly hard last year to be great readers. But if they don't practice reading when they're out of school, they'll lose ground.

Thank you for helping every student at SCHOOL/DISTRICT NAME GOES HERE be a great reader!

Script 2

This is NAME GOES HERE, Principal/Superintendent at XXX.

Thank you for all you do at home to help your children succeed at school.

We couldn't do it without you! And we're grateful.

Even over the summer, we need our students to keep learning.

One incredibly important way to do that is to ensure they're reading.

Please have your children read at least 15 minutes EVERY DAY so that they keep up that all-important skill.

Better yet, read with them!

Thank you for being your child's first and best teacher!

Script 3

This is NAME GOES HERE, Principal/Superintendent at XXX.

School will be starting before we know it.

Please be sure to tell your children that I can't wait to hear about the books they've been reading this summer.

Ask them which one they're going to tell me about – I love seeing them so excited about learning and reading.

You can help your child be a great reader by ensuring they read at least 15 minutes EVERY DAY.

Reading isn't homework! It's fun and it's how children learn!

Keep reading with your child ... and we'll see you soon!