

BACK TO SCHOOL

Communication Planning Checklist

Use this checklist to organize your school's back-to-school messages, keep families informed, and make sure important details are shared clearly and on time.

GATHER KEY INFORMATION

- ☐ First day, school hours, and important dates
- ☐ Arrival, dismissal, parking, and transportation details
- ☐ Supply lists, lunch information, and school policies
- ☐ Event dates, deadlines, and contact information

PLAN YOUR MESSAGES

- ☐ Welcome-back announcement
- ☐ Open house or orientation details
- ☐ PTO or PTA membership information
- ☐ Volunteer opportunities
- ☐ Calendar and event reminders

CHOOSE COMMUNICATION CHANNELS

- ☐ Printed flyer
- ☐ Email or newsletter
- ☐ School website or app
- ☐ Social media
- ☐ Classroom handout



plannerpatprintables.etsy.com



plannerpatprintables.blog

BACK TO SCHOOL

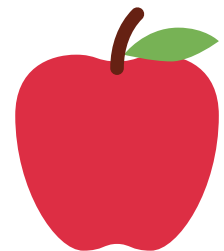
Communication Planning Checklist

REVIEW BEFORE SHARING

- ☐ Confirm dates, times, names, and contact information
- ☐ Check spelling and readability
- ☐ Test links and QR codes
- ☐ Include a clear next step or deadline
- ☐ Ask someone else to proofread

SCHEDULE AND FOLLOW UP

- ☐ Send information early
- ☐ Schedule reminder messages
- ☐ Assign someone to distribute each message
- ☐ Update families when plans change
- ☐ Save successful materials for next year



plannerpatprintables.etsy.com



plannerpatprintables.blog