



MONTHLY ATTENDANCE NUDGES

SUGGESTED MESSAGING OUTLINED BY MONTH

2025-2026 SCHOOL YEAR

M E S S A G I N G O V E R V I E W

Purpose	To help build the habit and culture of attendance by helping everyone understand why going to school every day matters and what they can do to make sure their students are in school.
Content	Included are ready to use messages about the cost of attendance outlined by month intended for schools and the district to utilize. Schools can also choose an alternate message of your choosing about attendance to send out.
Distribution	Recommended distribution: <ul style="list-style-type: none">• Social media, website, newsletters• Flyers or posters placed around the campus• Flyers sent home• Parent Square• SIS Message• Other communications platforms you have in place
Frequency	<ul style="list-style-type: none">• Send at least one message about attendance a month.• Exception: September-Attendance Awareness Month Weekly messages would be appropriate.

M E S S A G I N G C A M P A I G N T H E M E





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MONTHLY SUGGESTIONS

AUGUST

Attendance Essentials
Things You Should Know

01 Did you know?
Missing 10 days of school can result in students not being able to graduate. This means missing no more than one day per month!

02 Excused vs. Unexcused
Excused absences include:
- Illness
- Family emergency
- Religious observance
- Court appearance
- Death in the family
Unexcused absences include:
- Tardiness
- Truancy
- Leaving school grounds without permission
- Being late to school

03 Too sick to come to school?
If your child is sick, it's best to keep them home. If they are not feeling well, it's better to miss a day than to miss a week.

04 Having trouble getting to school?
If your child is having trouble getting to school, it's important to talk to the school. They can help you find a solution.

Did you know...?
Research shows that most students with just 2 absences in the first month of school go on to miss more than 25 days total.
DON'T LET 2 MISSED DAYS DEFINE YOUR YEAR!
Start the year off strong by making sure students are in school whenever they are not sick.
WELCOME BACK TO SCHOOL!

Message: Back to School

Helping everyone understand when & why students should come to school.

SEPTEMBER

#1 Attendance Awareness
Children and teen's mental health is important. Students who miss just 2 days of school a month tend to be more stressed & anxious.
Help lower student stress by encouraging attendance when students are feeling well.

#2 DID YOU KNOW?
Absenteeism in the first month of school can predict poor attendance throughout the school year.
Half of the students who miss 2-4 days in September go on to miss nearly a month of school.

#3 ATTENDANCE AWARENESS
Did you know?
When children are provided with a predictable environment, such as a structured school day, they learn to self-regulate in organized and predictable ways, leading to optimal mental health over time.
ATTEND TODAY!

#4 Attendance is important for SUCCESS
Missing only 1 day every other week puts your child at risk of falling behind.

Message: Attendance Awareness Month

Importance of attendance during the first month of school & the benefits of attending school daily.

OCTOBER

Attendance Awareness
Did you know...?

A day of missed school is a lost opportunity for social development. By coming to school every day, your child is gaining social skills that could help them land their first job!

Skills Gained at School:

- Time Management
- Collaboration
- Problem solving

Message: Social Benefits of School Attendance

Attending school is an opportunity for students to gain social skills.

NOVEMBER

ATTENDANCE AWARENESS

SET YOUR STUDENT UP FOR SUCCESS

Research shows that students missing 10 days of school by December are more likely to fail at least one class.

Maximize learning time by encouraging attendance each day.

We're Better WHEN YOU'RE HERE!

Message: Maximize Learning Time for Success

Missing more than 10 days before December causes academic issues.

DECEMBER

DID YOU KNOW?

Attending school regularly builds stronger reading skills!

Research shows that students who miss just 2 days of school a month are less likely to read on grade level by the end of 3rd grade.

Make sure your student is in school each day they are not sick.

We're Better WHEN YOU'RE HERE!

Message: School Attendance Affects Reading

Missing more than 2 days a month makes students less likely to read on grade level.

JANUARY

DID YOU KNOW?

THINKING OF STAYING HOME?

Research shows that students that miss more than 10 days a year are 20% less likely to graduate on time!

JOIN US AT SCHOOL & STAY ON TRACK FOR GRADUATION!

We're Better WHEN YOU'RE HERE!

Message: School Attendance Affects Timely Graduation

Students missing more than 10 days a year are less likely to graduate on time.

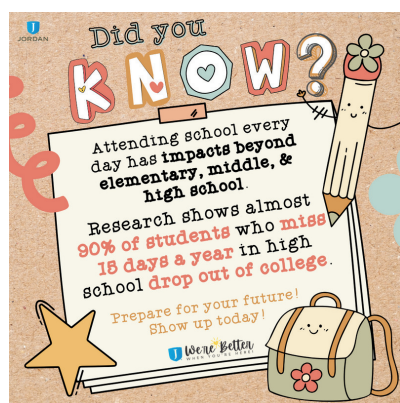


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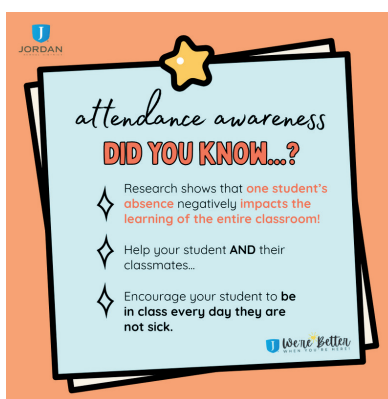
FEBRUARY



Message: Attendance Habits Have Impacts Past School

High school attendance affects completion of post graduate programs.

MARCH



Message: Student Absences Affect Classmates

Students missing school not only affects them but their classmates as well.

APRIL



Message: Improving Attendance Increases Success Academically

Increasing attendance just 5 days a year increases success in core subjects.

MONTHLY RESOURCE LINKS

AUGUST:

Back to school messaging-

- [Attendance Essentials \(Spanish version\)](#) &
- [Stay at Home Checklist \(Spanish Version\)](#)
- [Social Media Post-Spanish](#)

SEPTEMBER:

Importance of First Month of School-

- **Week 1-** [Children's Mental Health \(Spanish\)](#)
- **Week 2-** [First Month \(Spanish\)](#)
- **Week 3-** [Predictable Environment \(Spanish\)](#)
- **Week 4-** [Important for Success \(Spanish\)](#)

Attendance Awareness Month Resources

OCTOBER:

Social Benefits of School Attendance-

- [Skills Gained at School \(Spanish\)](#)

NOVEMBER:

Maximize Learning Time for Success-

- [Missing 10 Days Before December \(Spanish\)](#)

DECEMBER:

School Attendance Affects Reading-

- [Missing 2 Days a Month Affects Reading \(Spanish\)](#)

JANUARY:

School Attendance Affects Timely Graduation-

- [Missing 10 Days a Year Affects Graduation \(Spanish\)](#)

FEBRUARY:

School Attendance Has Affects Past Graduation-

- [Missing 15 Days a Year Affects College \(Spanish\)](#)

MARCH:

Student Absences Affect Classmates-

- [Student Attendance Impacts Whole Class \(Spanish\)](#)

APRIL:

Student Attendance Increases Academic Success-

- [Attending 5 More Days Impacts Academics \(Spanish\)](#)



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