

**LAUNCH ~ EMAIL COPY**

*Use the below email templates to launch your HomeRun network with your parents! Send the first email on your launch date, and the second email 1 week later. We recommend sending on Mondays – Thursdays between 9.30am and 2.30pm.*

**First email**

Dear parent/guardian,

We are pleased to have partnered with HomeRun and can now proudly say “#WeAreAHomeRunSchool”. HomeRun is the travel app that helps schools understand how their families do the school run. This can help improve school travel for parents, pupils, staff, and local residents. The service will also help enable shared and safer travel, plus create a cleaner, greener school environment.

HomeRun is a secure service that is free for you to use and only accessible by our school's parents. We ask every parent member to register for the service, which takes no longer than three minutes.

Register using our secure link now: [insert registration link provided to you by HomeRun] Once registered, you’ll be able to download the HomeRun App.

Things you can choose to do on the app include:

* Explore journey-sharing opportunities with other families.
* Connect the app to your child’s phone to monitor their journeys to and from school.
* Explore travel options available in your area, all in one place.

Thank you in advance for helping to improve our school travel and become a greener school.
If you have any issues registering, please contact **info@homerun-app.com.**

Kind regards,

[school sign off]

*\* HomeRun will help to connect our school parent community, enable shared and safer school travel, and create a cleaner, greener school. The service is private, secure, and accessible only by parents and staff members. [School name] have shared your encrypted name and email address with HomeRun to allow the platform to verify registrations as belonging to the school community. This data is encrypted and not visible to anyone and has been shared in line with GDPR. If you have any issues registering, please email info@homerun-app.com.*

**Second email**

Dear parent/guardian,

This is a reminder to register for [school name]’s secure HomeRun network if you haven’t done so already. HomeRun is the travel app that helps schools understand how their families do the school run. This can help improve school travel for parents, pupils, staff, and local residents. The service will also help enable shared and safer travel, plus create a cleaner, greener school environment.

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