



Top 10 Ways to Welcome New Students & Families to Your School



Send a Personal Welcome Before School Starts

Send new students a personal handwritten note or video from their principal, counselor, or homeroom teacher, delivered by mail or email in August. This is an opportunity to let new students know the school community is excited to welcome them!



Prior to the Start of School, Send Out FAQ Emails

As admissions teams hear questions from incoming families and students, they can be proactive by sending out FAQ emails and answering questions before they're asked! This shows intentionality to your new families as you welcome them to your campus.



The "Front Door" Family Pair

Each new family is placed with a vetted, trained current family. This family texts before back-to-school night, saves them a seat, introduces them around, and checks in at the 30- and 90-day marks. Done well, it's the difference between a family that attends the school and one that belongs to it.



Surprise & Awe

Planning special events that surprise your students (both new and returning) and leave them in awe can go a long way. Plan a special morning with students by handing out donuts or snow cones, but don't tell them ahead of time to create that surprise-and-awe moment. This can happen a few times throughout the year!



Create a "First Week" Tradition

Host a welcome chapel, a community breakfast, or a "new student spotlight" in the morning announcements to communicate that you are excited to welcome new students. It also activates the existing students as "welcomers."



Host a New Student Orientation

Give new students their own dedicated time before the general population arrives, including a tour, Q&A, and a chance to find their lockers, meet staff, and ask questions. It removes the anxiety of navigating a new place.



Invite New Families to an Event

Host a new family gathering around a school event in the Fall, such as a BBQ before a football game, a playground meetup, or a coffee hour before school begins. This gives new students and parents the opportunity to meet others.



Assign a Peer Ambassador or Buddy

Pair each new student with a returning student before day one. A familiar face to walk the halls with, sit with at lunch, and answer the unspoken questions makes the transition feel human rather than institutional. This is especially powerful at the middle and high school level.



Follow Up at 30 Days

Most schools front-load their welcome efforts and then move on. A check-in at the 30-day mark from a counselor, principal, or even a postcard home communicates that the welcome wasn't a performance. It's the move that turns a good first impression into genuine belonging.



The First 100 Days Check-In

At day 100, ask one question: "Is there anything we could have done to make this feel more like home, faster?" This communicates that belonging isn't a one-time event; it's something the school actively seeks to pursue throughout their time at your school.