

Sample Parent Letter: Beginning of Recruitment Process

The following paragraphs may be useful in developing a letter that might work for your situation when contacting parents about your beginning music program.

Each year at this time, students eagerly wait their turn to join our music program. The study of music could be one of the most valuable components in your child's education. Current research shows that playing an instrument increases brain development and—along with developing responsibility, mental discipline, teamwork and self-esteem—will provide enjoyment and fulfillment while fostering a lifelong appreciation of music.

As part of the initial process of identifying interested students, we give a musical aptitude survey to all of the students in your child's grade. We are pleased to report that your child's results were very favorable and that your child is considered a good candidate for the school's instrumental music program.

Our beginning instrumental music class for next year is now being organized. A registration meeting has been scheduled for [day and date] at [time] at [place]. It is important that you attend this meeting as I will review the schedules, provide information about lessons and describe the various instruments as well as answer any questions you may have. We understand you have a busy schedule so the meeting will be short, but informative.

All instruction is free and all that is necessary is for you to obtain an instrument for your child. A quality instrument is the most essential piece of equipment needed for your child's success. Although you may certainly consider the purchase of an instrument for your child at some point, I have asked a representative from _____, our music dealer, to attend our registration meeting to review the reasonable rental plan they have available.

Music is a precious element of daily living. I know that you agree that every child should have the opportunity to participate in music-making, to develop an appreciation for it, and to tap into their hidden talents through the study of it. You can learn more about our program by visiting our website at:

_____.

I look forward to seeing you at the meeting. If you have any questions, feel free to call me at [phone number] or e-mail me at [e-mail address].

Please complete and return the questionnaire before [date]:

I would like my child to enroll in: beginning band _____ orchestra _____ guitar _____ mariachi _____

I will attend the parent meeting: Yes _____ No _____

I have a schedule conflict; please call me at: _____ or _____

Name of Parent or Guardian: _____

Street Address: _____ City: _____ Zip: _____

Home phone: _____ Cell phone: _____ Email: _____

Name of Student: _____

Student phone: _____

Do you have an instrument? Yes ___ No ___ If yes, what instrument? _____

Is there a specific instrument that your child is most interested in playing? _____

Please specify your preferred method of contact: Home Phone ___ Cell phone ___ Email ___ Letter _____