**Script for Back-to-School Robo calls**

Hi, this is Superintendent or Principal [NAME] from [NAME OF SCHOOL DISTRICT/SCHOOL]

Did you know that children can suffer academically if they miss 10 percent of the school year? That’s just 18 days, or 2 to 3 days a month. And that can add up before you know it. This year, [Name of COMMUNITY/SCHOOL/DISTRICT] is celebrating the Attendance Awareness Campaign with a renewed push to get all kids to school—on time, every day. Research shows us that absences add up. That’s as true for kindergartners as it is for 12th graders. It’s as true for excused absences as it is for skipping school.

We know there will be days when your child will miss school, especially when they’re sick. But did you know that nationwide, as many as 7.5 million students miss 10 percent of the school year? That’s 135 million days of missed school – and missed opportunities. And research shows us it also marks the point when students start to fall behind academically because they have missed too many days.

So this September, let’s work together as a community – school and business leaders, parents, students, teachers, doctors, neighbors – to get all kids to school – on time, every day.