

## 1. SET A STRATEGY

Your strategy could be as simple as: From next term we'll be offering and encouraging online payments, helping us reduce cash in school. Our aim is to be totally cashless within the next 2 years.

Or, your strategy could be more direct: All parents must pay online or through PayPoint from next term.

Give parents a goal date for going cashless. Make sure it's in the near future (a couple of terms ahead at the most), but the beginning of the next term is ideal. Any longer, and parents won't appreciate the sense of urgency.

You will need to remind parents, remind parents again, and remind them one more time! But don't let the deadline slip, or your parents will feel no need to change.

The Governors and PTA are already invested in your school and therefore some of your biggest advocates in promoting ParentPay to the parents. Get them talking to the people they know, using their influence and position to promote the benefits of getting online and going cashless.

## 2. PLAN AHEAD

- Ensure that staff receive training on the ParentPay system so that they feel prepared and confident.
- Be mindful of any concerns of the parents, and prepare responses to maintain consistency.
- Always add a PayPoint barcode to any trip letters that are distributed for those parents who can't pay online.
- New parents will be more receptive to signing up for online payments. Therefore, sending activation letters out to the parents of new students in the last 2 weeks of August will allow enough time for them to get their accounts set up and start making payments for appropriate items.
- Be clear of the benefits you wish to promote to parents:
  - increasing the safety of the children by preventing bullying or losing money
  - increasing the safety of the staff by not having cash on site
  - making it easier for parents as they don't need to find cash, or have to come into school)
  - saving money on paper, toner, time, and other resources

## 3. BE INCLUSIVE

Not everyone will have access to a bank account, or a bank card. So, offer a solution for cash based payers such as PayPoint. This allows parents and carers to make cash payments for school items at one of over 33,000 local shops across the UK, whilst doing away with cash handling in school.

**FIND OUT  
MORE ABOUT  
THE BENEFITS  
OF PAYPOINT**

## 4. RAISE AWARENESS AND INTEREST

Parents need to be made aware that changes are coming, and central to your plans is communication. Keep it simple and positive:

- Put up posters around the school to raise awareness. This is particularly useful if you can position them around the area where parents queue to make payments at the main office.
- Make announcements in the school newsletter, on the school website, or on the school's social media platforms.
- Ask the headteacher to make an announcement at parent's evenings or at new intake meetings outlining the key reasons why the school is making these changes, and how they can benefit parents and students.
- Promote ParentPay at your parent's evenings, or at any school event, encouraging parents to activate their accounts before they leave.
- Have a computer set up in reception and at school events demonstrating the ParentPay system and how easy it is to use.
- Run a PowerPoint presentation promoting the key features of the system in the school reception.
- Provide access to a computer or tablet to help parents without computers or IT skills get involved. Show them how to use the site and how easy it can be. If parents don't have an email address, you could even help them set one up.
- Any time a parent comes to the office to pay for an item, offer help to get them set up with online payments, or provide them an instruction sheet explaining how they can do it at home.
- Consider incentivising your parents. You might run a competition where everyone who activates their ParentPay account, or makes a payment online or through PayPoint is put into a prize draw.
- You could also put a limited availability trip onto the ParentPay system. Advise parents that cash payments will not be taken until a set date, but the item can be paid for online or through PayPoint in advance. (Ensure you include a PayPoint barcode on any printed communication that gets sent out!)



**DOWNLOAD  
POSTERS  
AND  
LEAFLETS**

## 5. BE PERSISTENT

It requires time, patience, and gentle encouragement to change the patterns of behaviour for anyone. So, be prepared to chase, and get parents actively involved in paying online or via PayPoint.

You may need to run incentives multiple times throughout the year to really encourage parents to get online, but once they are, you won't look back!

You may also find that some parents will continue to pay via cash, and this is okay! Very few schools go 100% cashless, but many thousands get very close.

For help and support,  
click the purple question  
mark on your homepage

