



Supercharge school fundraising

Classlist's FREE app brings your school parents together in one happy place online



What is Classlist?

- A free, easy to use, parent communications and PTA events management platform for your school
- Alternative to WhatsApp and Facebook
- The only parent directory that connects families without sharing emails or phone numbers
- Used by more than 1000 schools - from village primaries to the largest international educational establishments in the world



In this presentation...

- Welcome!
- About us
- What can we do with Classlist?
- PTA events
- Why PTAs love Classlist
- Strict content guidelines
- Save office time
- Welcome new families
- Make life easier for Class Reps
- What other schools say
- Schools that use Classlist
- Find your school...
- ...Or book a demo!



Welcome!

Volunteering matters to us

It's fair to say we've earned our PTA stripes having both been PTA Chairs and volunteers in a combined total of eight schools internationally and in the state and independent sector in the UK!

We're all about community

We're amazed every day by the brilliant events that parent associations put on to bring parent communities together and fundraise.



Susan and Clare
Co-founders of Classlist

About us

We first met when our families had both just joined a new school in Oxford. We were finding it hard to connect with other parents because Data Protection rules restricted the school from sharing contact details.

We figured there was a need for an online community for parents and Classlist was born!

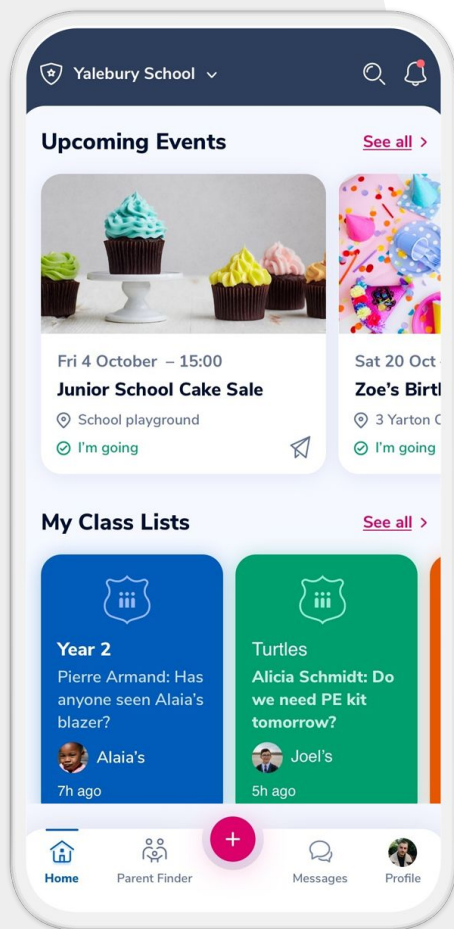


What can we do with Classlist?

A free award-winning, moderated online community for your school parents

Using our intuitive app...

- ✓ **The PTA can reach all parents, promote events, sell tickets and find volunteers**
- ✓ **Parents can find and connect with each other, share advice and information in a polite social network, organised into class and year groups**
- ✓ **Your school benefits from improved parental engagement, better fundraising and reduced workload for the office staff**



PTA events

With Classlist's easy to use events management tool,
PTAs can ...

Organise sell-out
fundraising events



Set up online raffles

Sell cashless,
paperless tickets



Track RSVPs and
dietary needs

Take payments with
no platform fees



Issue automatic
e-tickets

Collect donations



Recruit volunteers



Why PTAs love Classlist



Parent-teacher associations can...

- Communicate with the whole school, or any class or year with one click
- Replace the confusion caused by multiple messaging going out on WhatsApp and Facebook Groups
- Make parents feel included to create an engaged parent community
- More volunteers offer to help
- Make more money with less effort
- No commission on ticket sales and lowest cost raffle on the market



Why parents love Classlist

Parents can...



- Find each other on a GDPR-safe, inclusive class contacts list. They don't have to share their phone number to join
- Put faces to names and settle in
- See what events are coming up and get involved
- Ask questions and share advice in class chat groups
- Buy and sell second-hand items
- Organise parties and playdates



Strict content guidelines

Classlist is a happy place to meet online

- Strict content guidelines help create a supportive and positive parent community, helping to improve engagement within the school.
- Classlist is safe, inclusive and strongly moderated by a parent volunteer. Posts can be reported - but we find they rarely are because negativity is not allowed to fester.
- Classlist musn't be used to complain about the school or people connected to it



Save office time

Office staff will thank you for Classlist!

- The PTA can communicate directly with parents in a separate app, which means school emails will stand out in parent inboxes. The office doesn't have to send PTA emails.
- Staff workload will be reduced - parents will find out from each other if PE kit is needed or when the school trip payment is due.
- Parents can see the calendar of events they have signed up to and if they have bought tickets yet.



Welcome new families



Help children settle in



- New parents can immediately link up with others in their child's class and year - even during the Summer holidays
- Schools say that inviting new parents to join their community on Classlist feels more professional and regulated than asking a parent to add them to a WhatsApp group (and hoping it happens!)

Make life easier for Class Reps

Reduce the volunteer workload

- Class Reps love Classlist because they can reach all parents in their class in one click via a secure contacts list that is kept up to date by the parents themselves
- Class Reps can reach everyone - even those who don't want to share contact details
- They can send long or short messages, organise meet-ups and collect RSVPs all in one place



Safe, secure, private

- Classlist is fully GDPR compliant and secure. Classlist data is accredited through the Government-backed Cyber Essentials security scheme. Your parents' data is safe and never passed to advertisers.
- Parents are verified when they join - all users are fully authenticated, including staff.



- Classlist is inclusive. Everyone is invited to join and because no phone numbers or emails are shared, most parents will.
- Parents control how much data they share on Classlist - they enter it themselves and participate without sharing contact details.
- Both parents are more likely to join Classlist than a WhatsApp group because they can control their notification settings

Our schools say...

"We used to have a Facebook page, WhatsApp groups and email lists. Classlist has brought it all into one place. It has changed our way of communicating!"

Zafira Dewey, PTA
Chair, St Aidan's RC
Primary School

"Classlist is working brilliantly for us. We have found it really easy to sell event tickets, and also to get volunteers to help. Parents tell me they feel more part of the community. We love Classlist."

Suzanne McGillivray, PA
Chair, Kingston Grammar
School

"This year we used Classlist events to publicise and manage an event, and integrated payments using our Stripe account. We raised £900 more in sales from the same parent base."

Steve Simpson, Chair of
the Friends of Lockers
Park, Hertfordshire



Integrated Ticketing

Liz Skinner

**Treasurer
Sydenham High PSA**

Used by every kind of school parent community!



South Hampstead
High School
GDST



Southbank
International School
LONDON'S LEADING IB WORLD SCHOOL



LATYMER
UPPER SCHOOL



SEVENOAKS SCHOOL



British School
of Bucharest



ROYAL HIGH SCHOOL
BATH
GDST
GIRLS' DAY SCHOOL TRUST

Classlist is free!



We're funded by ads to keep it free but there is an option to pay for an ad-free version.

Head over to www.classlist.com to join now!

Find your school

If you'd like more information about how Classlist could transform your school parent community, why not set up a short demo with Clare Wright?

Book a demo



Thank you!



Classlist

Visit www.classlist.com

Follow us on...

