# Text Copy

Send a targeted text message to all parents of children in grades PreK-2. You could also opt for individual teachers to send text messages to parents of students in their class.

**For parents that have not attended an onboarding event:**

We're happy to share a new program to help your child learn to read using the app Learning Upgrade! At [School Name], we know that you are your kid’s first teacher, and, with this program, you can help your child become a great reader. [Click here](http://info.proliteracy.org/learning-upgrade-sign-up) to sign up, and someone will contact you. We’re excited to work with you!

**To invite parents to an onboarding event:**

We're happy to share a new program to help your child learn to read using the app Learning Upgrade! At [School Name], we know that you are your kid’s first teacher, and, with this program, you can help your child become a great reader. Come to [School Name/Location] on [Date] with a cellphone or tablet to sign up. There will be pizza and prizes! For more information contact [local contact].

Shorter version:

[School Name], has a new way for kids to learn reading with a fun app called Learning Upgrade! We want YOU to help! There's a party to learn more on [Date] at [School Name/Location]. Bring your phone or tablet to sign up. Pizza and prizes too! Ask [local contact] if you have questions.