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FREE TEMPLATES · FOR TUTORING CENTRES

Three messages for a student who went quiet

Three weeks without a session, the week after the exam, and the last week before summer: the three moments a family drifts, and the check-in that fits each one. Short, warm, and about the student, never about your calendar.

PREPARED BY

Kalbot Solutions

The team behind Pillar OS

WRITTEN FOR

Owner-operators

Tutoring centres and studios

pillaros.ca/tools/student-retention-calculator

Built in Quebec · Bilingual EN + FR

Templates · adapt before sending

BEFORE YOU SEND ONE

Three rules that keep a check-in from reading like a sales email.

A family that stopped booking is not a lead. They know you. The message has to sound like it.

1 · Name something real

The last topic, the tutor's name, the grade. A message that could have gone to anyone reads as one that went to everyone.

2 · Ask one thing

One question, easy to answer from a phone in the school parking lot. Not "let us know your availability for the coming weeks".

3 · Leave the door open

If they are done, say it is fine and mean it. A family that leaves well comes back, or sends a neighbour.

WHO GETS WHICH MESSAGE

Message 1 goes to a student who was coming regularly and has had no session in about three weeks, before the silence is a habit. **Message 2** goes the week after an exam or a report card, when the goal that brought the family in has just been tested. **Message 3** goes in the last weeks before summer, when the family is deciding, without saying so, whether September starts with you. One message each; if there is no answer, one follow-up, then stop.

Consent. A text or an email about their own tutoring is part of the service a family signed up for. A promotion is not. Keep these about the student, and honour an unsubscribe the day it arrives (CASL applies to commercial messages in Canada).

Pillar OS flags every active student who has gone four weeks without a session, oldest lapse first, and drafts the check-in for you to edit. Nothing sends on its own.

[See what a student who stays is worth →](#)

Three moments, three messages

Replace every dotted blank. Each one fits a text; the email version adds a greeting line and your signature.

1. Three weeks quiet

When: about three weeks after the last session, while the routine can still be picked up.

Hi parent's first name, it's your name at centre. We haven't seen student since the last topic, e.g. the fractions unit and tutor was asking after them. Is everything alright on your end? If the usual day and time stopped working, tell me what does and I'll find a slot. And if you're taking a break, that's completely fine too, just say the word.

2. After the exam

When: the week after an exam, a test or a report card the family was working towards.

Hi parent's first name, how did student find the exam or report card? Tutor would love to hear, whichever way it went. If it went well, this is a good moment to keep the habit light, one session every two weeks, so nothing slips before the next one. If it was harder than hoped, we can look at what happened together, no judgement. Which would help more?

3. Before summer

When: the last weeks of the school year, before the family decides about September by not deciding.

Hi parent's first name, the year is almost done and I wanted to say thank you for trusting us with student. Two quick things: we keep a few summer spots for what you offer in summer, e.g. a short review block in August, and September fills fast for tutor's day and time. Would you like me to hold either one? A yes, a no or a "not yet" all work, I just don't want you to lose the slot by accident.

The one follow-up

When: a week after any of the three, if there was no reply. Then stop.

Hi parent's first name, no rush on my last message. If it's easier, reply with a single word: **keep**, **pause** or **done**, and I'll take it from there. Thank you either way.