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SMS for schools and training centres: parents' meetings, overdue fees and timetable changes

Notices & Transactional SMS

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SMS for schools and training centres: parents' meetings, overdue fees and timetable changes

Notices & Transactional SMS Created on **November 24, 2026** 4 min read



The short answer: an SMS reaches **every parent's phone**, even without internet, and suits anything that cannot be left on a note forgotten in a school bag: **parents' meetings**, **overdue fees**, **timetable changes**, absences, results, holidays and emergencies. Create one group per class in the SMS Center in Meu Interweb, write the notice and send it now or schedule it. If the school runs management software, the notice can go out on its own through **our API**.

Examples to adapt, and when to send them

Each has **160 characters or fewer** and **no accented letters**: each goes out as one part and uses 1 credit to Mozambique and 1.2 credits to Angola. They open with the school name and end with the office contact, because the SMS cannot receive replies.

Situation	The SMS
Parents' meeting A week before and the day before	`Horizon School: the parents' meeting for class 7B is on Friday at 5:30pm in room 4. Questions: school office, weekdays 8am to 3pm.`
Overdue fees A few days after the due date, to that parent only	`Horizon School: the November fee for Joao Fernandes is not yet showing as paid. If you have already paid, please ignore. Questions: school office.`
Timetable change As soon as it is decided	`Horizon School: from Monday, class 7B starts at 7:30am and finishes at 12:30pm. Thank you.`
Absence That same morning, to that parent only	`Horizon School: Joao Fernandes was not in class this morning. If the absence was agreed, please ignore. Questions: school office.`
Results When the results are out	`Horizon School: first term results are now available. Report books are handed out on Saturday, 8am to 12pm, in the classroom.`

Situation	The SMS
Holidays and closure A few days ahead, with the return date	`Horizon School: the school is closed from 20/12 to 6/1 for the holidays. Classes restart on 7/1 at the usual time. Happy holidays!`
Emergency Right away, not scheduled	`Horizon School: due to a water cut, classes end at 10am today. Please collect your child or authorise them to leave.`
Training centre The day before the class	`Avanco Centre: Saturday's Accounting class moves to room 2, 9am to 1pm. Please bring your notebook and calculator.`

Fees and absences go to one number, never to the group.
A notice naming a pupil, sent to the whole class, exposes the family. And keep amounts, marks and health matters out of the SMS: phones get shared.

"João" becomes "Joao".
A letter such as "ã" or "ç" switches the whole message to Unicode, with 70 characters per part instead of 160. The SMS Center shows the parts before you send; see **how many credits an SMS uses**.

One group per class

1. **Collect the numbers at enrolment**, with the parent's name and, on one line of the form, consent to receive school notices by SMS.
2. **Import the list as a CSV** in the SMS Center Contacts, into a group named after the class. A parent with two children sits in both groups, with the number stored once.
3. **Refresh it at the start of each year**: remove families who left and fix the numbers that failed in the history.

The parent's name goes into the text with `{$contact_first_name}`. More in **SMS contacts and groups**.

Consent and sending hours

Service notices (meetings, absences, fees, timetables) are what parents expect. New courses or open enrolment count as marketing: only with their own consent and in separate messages. Anyone who asks to stop comes off the list straight away. Send on weekdays and never at night, except in emergencies. The general rules are in **SMS good practices and consent**.

So nothing is forgotten, schedule the meeting notice and the day-before reminder together in the SMS Center. Through the API, the school software uses **send_at**, up to 365 days ahead: **scheduling notices through the API**.

What it costs

A school with 400 parents that sends 3 notices a month, each in one part, uses 1,200 credits. Bought in one go, 1,200 credits at $22.50 per 1,000 credits cost $27.00. The price drops with quantity, from $13.80 per 1,000 credits, and credits do not expire. With no request at all, notices go out under the free **NETMSG** sender; with a **Sender ID** ($75.02 per name and per country, up to 11 characters) the school name shows, such as HORIZON.

RECOMMENDED

Want to reach parents without phone calls or paper notes? See the SMS prices and create your class groups in Meu Interweb.

See SMS prices →

SEE ALSO

- Appointment reminder SMS: when to send it, what it must say and how to schedule it →
- SMS contacts and groups: importing a CSV list and keeping it clean →
- SMS good practices and consent: who you may send to and how to let people opt out →
- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages →
- Scheduling SMS notices through the API: send_at, time zones and when credits are charged →
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained →

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