



Sample Email Templates

for School Emergency Communications

Important Liability Disclaimer

This document, created by **Frogtummy**, includes *sample* email and SMS templates for school emergency communications. Frogtummy does **not** guarantee their accuracy, effectiveness, or suitability for any specific emergency and cannot provide legal or safety advice.

By using these templates or any adaptations, the **school assumes all responsibility and liability** for resulting communications or outcomes. Frogtummy expressly disclaims any and all liability related to their use or misuse.

Schools should **review and customize** all templates with their safety or communications team to ensure they fit the school's policies and situation.

Template Key

[UPPERCASE WORDS]

When applying your working template, any [UPPERCASE WORDS] must be edited *before* sending the message to families. For example, [DATE] should be changed to the proper date.

[italicized words]

When saving a template, customize any *[italicized words]* for relevancy. For example, *[school name]* should be changed to the name of your school.

{{first_name}}

Do not modify {{first_name}}; it auto-fills the custodial parent first name.



Drill Messages

*For drill messages, we recommend sending email only, not SMS.
However, you can add SMS to your template if you'd like.*

Generic Drill

Email Template

Subject: Drill Practiced Today

Dear *[school name]* Families,

Today, *[school name]* [CAMPUS NAME] held a [TYPE OF DRILL].

It is important to hold drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.

We hold drills because the safety and well-being of your child are our top priority. Learn more about the Standard Response Protocol at iloveguys.org *[or link to your site if you have an emergency page]*.

SMS Template

Not recommended.



Specific Drill

Hold Drill

Email Template

Subject: Drill Practiced Today

Dear *[school name]* Families,

Today, *[school name]* [CAMPUS NAME] held a *Hold Drill*.

It is important to conduct drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.

What is the Hold Action?

The Hold Action is used when the hallways in the school need to remain clear. Classroom learning will still take place as normal during a Hold, but students may not be able to change classes until after the Hold has been lifted.

This was practiced in today's drill. We hold drills because the safety and well-being of your child are our top priority. You can learn more about Evacuate Action and other Response Protocols at [iloveguys.org](https://www.iloveguys.org) *[or link to your site if you have an emergency page]*.

SMS Template

Not recommended.



Secure Drill

Email Template

Subject: Drill Practiced Today

Dear *[[school name]]* Families,

Today, *[[school name]]* [CAMPUS NAME] held a *Secure Drill*.

It is important to conduct drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.

What is the Secure Action?

The Secure Action is initiated when a threat or hazard is detected outside the school building. Secure utilizes the security of the physical facility as protection. During Secure, all students and staff are brought into the secure building, and all exterior doors are locked. Classes can continue uninterrupted inside the building.

This was practiced in today's drill. We hold drills because the safety and well-being of your child are our top priority. You can learn more about Evacuate Action and other Response Protocols at iloveguys.org *[or link to your site if you have an emergency page]*.

SMS Template

Not recommended.

Lockdown Drill

Email Template

Subject: Drill Practiced Today

Dear *[[school name]]* Families,



Today, *[school name]* [CAMPUS NAME] held a *Lockdown Drill*.

It is important to conduct drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.

What is the Lockdown Action?

A Lockdown is called when there is a threat or hazard inside the school building. The Lockdown Action advises making rooms look unoccupied by locking individual classroom doors, offices, and other securable areas, moving occupants out of the line of sight of corridor windows, turning off lights, and having occupants maintain silence.

This was practiced in today's drill. We hold drills because the safety and well-being of your child are our top priority. You can learn more about Evacuate Action and other Response Protocols at iloveguys.org *[or link to your site if you have an emergency page]*.

SMS Template

Not recommended.

Evacuation Drill

Email Template

Subject: Drill Practiced Today

Dear *[school name]* Families,

Today, *[school name]* [CAMPUS NAME] held an *Evacuation Drill*.

It is important to hold drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.



What is the Evacuate Action?

An evacuate action would be called when there is a need to move people from one location to another. During an evacuation, students and staff are asked to proceed in an orderly fashion.

This was practiced in today's drill. We hold drills because the safety and well-being of your child are our top priority. You can learn more about Evacuate Action and other Response Protocols at iloveguys.org [or link to your site if you have an emergency page].

SMS Template

Not recommended.

Shelter Drill

Email Template

Subject: Drill Practiced Today

Dear [school name] Families,

Today, [school name] [CAMPUS NAME] held a Shelter Drill.

It is important to hold drills so students and staff can practice the Standard Response Protocols. Drills are used to create the "Muscle Memory" associated with a practiced action. There is NO simulation of an event during the drill; this is simply a practice of what should be done in the case of an emergency. Students are always informed that it is a drill during the announcement of the drill.

What is the Shelter Action?

A Shelter Action is called when specific protective actions are needed based on a threat or hazard. Sheltering requires that all students and staff follow response directives based on the threat or hazard.

This was practiced in today's drill. We hold drills because the safety and well-being of your child are our top priority. You can learn more about Evacuate Action and other Response Protocols at iloveguys.org [or link to your site if you have an emergency page].



SMS Template

Not recommended.



Emergency Messages

HOLD

Hold Activated & Lifted

As a Hold action is used only for non-thread-related emergencies, we recommend only sending a notification once the hold has been lifted. However, this may need to be adjusted if a hold is called during pickup or at another time when parents are coming to the school. You would need to adjust your messaging to match the situation.

Email Template

Subject: Safety Notification- Hold Activated and Ended at [school name] [CAMPUS NAME]

Dear {{first_name}},

Today, [school name] [CAMPUS NAME] was placed in Hold from [START TIME] to [END TIME] due to [STATE THE REASON FOR THE HOLD].

As a precaution, students and staff were asked to remain in their classrooms to keep the hallways clear. Classroom learning continued throughout the Hold, and all school operations have returned to normal.

The safety and well-being of your child is our top priority. We will continue to keep you informed about important concerns at our school.

What is a Hold Action? *

* The Hold Action is used when the hallways in the school need to remain clear. Classroom learning continues as normal during a Hold, but students may not be able to change classes until after the Hold has been lifted. Learn more about the Standard Response Protocol at iloveguys.org [or link to your site if you have an emergency page].



SMS Template

[School Name] was placed on Hold as a precaution, and the Hold has been lifted. Please check your email for more information.

SECURE

Secure Activated

Email Template

Subject: Safety Notification - Secure Currently Activated at *[school name]* [CAMPUS NAME]

Dear {{first_name}},

[school name] [CAMPUS NAME] has been notified of [STATE THE ACTIVITY OCCURRING OUTSIDE OF THE BUILDING]. As a precaution, we have placed the school in Secure. During the Secure Action, all doors are locked, and no one can leave or enter the building. *[Modify for monitored entry and controlled release]*

Watch for updates via text and email notifications *[or link to the platform you'll be updating]*.

What is the Secure Action?

The Secure Action is called when there is a threat or hazard outside of the school building. Secure uses the security of the physical facility to act as protection. During Secure, all students and staff are brought into the secure building, and all exterior doors are locked. Classes are able to continue uninterrupted inside the building. Learn more about the Standard Response Protocol at [iloveguys.org](https://www.iloveguys.org) *[or link to your site if you have an emergency page]*.

SMS Template

[School Name] is currently in Secure as a precaution. Please check your email for more information.



Secure Lifted

Email Template

Subject: Safety Notification - Secure Ended at *[school name]* [CAMPUS NAME]

Dear {{first_name}},

[school name] [CAMPUS NAME] was placed in Secure from [START TIME] to [END TIME] due to [STATE THE INCIDENT THAT OCCURRED]. The Secure has ended, and activities have resumed as normal.

Thank you for your patience while we worked through the situation. The safety and well-being of your child is our top priority.

What is the Secure Action?

The Secure Action is called when there is a threat or hazard outside of the school building. Secure uses the security of the physical facility to act as protection. During Secure, all students and staff are brought into the secure building, and all exterior doors are locked. Classes are able to continue uninterrupted inside the building. Learn more about the Standard Response Protocol at iloveguys.org [or link to your site if you have an emergency page].

SMS Template

The Secure at *[School Name]* has been lifted. Please check your email for more information.

LOCKDOWN

Lockdown Activated

Email Template

Subject: Safety Notification - Lockdown Currently Activated at *[school name]* [CAMPUS NAME]

Sample templates provided by **Frogtummy** are for reference only. Frogtummy makes no guarantees regarding their accuracy, effectiveness, or suitability for any emergency and assumes no liability for their use or modification. Schools are solely responsible for reviewing, customizing, and approving all communications before use



Dear {{first_name}},

[school name] [CAMPUS NAME] is currently in Lockdown due to [STATE THE FACTS YOU KNOW ABOUT THE SITUATION].

The safety and well-being of your child is our top priority. We are actively responding to the situation and collaborating with emergency responders.

At this time, we ask that parents stay where they are and remain available to receive updates and instructions as needed.

Watch for updates via text and email notifications *[or link to the platform you'll be updating]*.

What is a Lockdown?

A Lockdown is called when there is a threat or hazard inside the school building. The Lockdown Action advises making rooms look unoccupied by locking individual classroom doors, offices, and other securable areas, moving occupants out of the line of sight of corridor windows, turning off lights, and having occupants maintain silence.

If students are unable to get behind a locked door, they are trained to self-evacuate. If your child contacts you to let you know that they safely self-evacuated, please contact the school at *[school number, email address, or link to mark yourself safe form]* to notify us that your child is safe.

Learn more about the Standard Response Protocol at iloveguys.org *[or link to your site if you have an emergency page]*.

SMS Template

[School Name] is currently in Lockdown. Please check your email for more information. Please stay where you are and remain available at this time.

Lockdown Lifted

Email Template

Subject: Safety Notification - Lockdown Ended at *[school name]* [CAMPUS NAME]

Dear {{first_name}},

Sample templates provided by **Frogtummy** are for reference only. Frogtummy makes no guarantees regarding their accuracy, effectiveness, or suitability for any emergency and assumes no liability for their use or modification. Schools are solely responsible for reviewing, customizing, and approving all communications before use



[school name] [CAMPUS NAME] was placed in Lockdown from [START TIME OF LOCKDOWN] to [END TIME OF LOCKDOWN] due to [STATE THE INCIDENT THAT OCCURRED]. The Lockdown has ended, and activities have resumed as normal.

Thank you for your patience while we worked with first responders to respond to the situation. The safety and well-being of your child is our top priority.

What is a Lockdown?

A Lockdown is called when there is a threat or hazard inside the school building. The Lockdown Action advises making rooms look unoccupied by locking individual classroom doors, offices, and other securable areas, moving occupants out of the line of sight of corridor windows, turning off lights, and having occupants maintain silence. Learn more about the Standard Response Protocol at [iloveguys.org](https://www.iloveguys.org) [or link to your site if you have an emergency page].

SMS Template

The Lockdown at [School Name] has been lifted. Please check your email for more information.

EVACUATION

Evacuation with Return to School Anticipated

Email Template

Subject Line: Safety Notification - [school name] [CAMPUS NAME] Has Been Evacuated

Dear {{first_name}},

[school name] [CAMPUS NAME] was Evacuated at [STATE EVACUATION TIME] due to [STATE REASON FOR EVACUATION].

The safety and well-being of your child is our top priority. We are actively responding to the situation and collaborating with emergency responders.



The [state the reason for evacuation] is expected to be resolved with students returning to class. Dismissal will be at the regular time today. Watch for updates via email and text *[or link to the platform you'll be updating]*

What is the Evacuate Action? *

An Evacuate action is called when there is a need to move people from one location to another. During an evacuation, students and staff are asked to proceed in an orderly fashion.

You can learn more about Evacuate Action and other Response Protocols at iloveguys.org *[or link to your site if you have an emergency page]*.

SMS Template

[School Name] has been Evacuated due to [STATE REASON FOR EVACUATION]. Please check your email for details and information.

Evacuation with Early Dismissal Planned

Email Template

Subject Line: Safety Notification - *[school name]* [CAMPUS NAME] Has Been Evacuated

Dear {{first_name}},

[school name] [CAMPUS NAME] was Evacuated at [STATE EVACUATION TIME] due to [STATE REASON FOR EVACUATION]. Because of [REASON], there will be an early dismissal at *[state the time]*. The safety and well-being of your child is our top priority. We are actively responding to the situation and collaborating with emergency responders. Watch for updates via text and email *[or link to the platform you'll be updating]*.

What is the Evacuate Action? *

An Evacuate action is called when there is a need to move people from one location to another. During an evacuation, students and staff are asked to proceed in an orderly fashion.

You can learn more about Evacuate Action and other Response Protocols at iloveguys.org *[or link to your site if you have an emergency page]*.



SMS Template

[School Name] has been Evacuated due to [STATE REASON FOR EVACUATION] and students will be dismissed early at [STATE THE TIME]. Please check your email for details.

Evacuation to an Off-Site Location

Email Template

Subject Line: Safety Notification - *[school name]* [CAMPUS NAME] Has Been Evacuated

Dear {{first_name}},

[school name] [CAMPUS NAME] was evacuated at [STATE EVACUATION TIME] due to [STATE REASON FOR EVACUATION].

The safety and well-being of your child is our top priority. We are actively responding to the situation and collaborating with emergency responders.

At this time, we ask that parents stay where they are and remain available to receive updates and instructions as needed.

You will receive communications as soon as we have additional details and information on when and where to pick up your child. Please bring your ID and your patience when you are picking up your child.

Watch for updates via text and email *[or link to the platform you'll be updating]*

What is the Evacuate Action? *

An Evacuate action is called when there is a need to move people from one location to another. During an evacuation, students and staff are asked to proceed in an orderly fashion.

You can learn more about Evacuate Action and other Response Protocols at iloveguys.org *[or link to your site if you have an emergency page]*.



SMS Template - to be sent when ready for pickup

[School Name] has been Evacuated due to [STATE REASON FOR EVACUATION]. Students can now be picked up at [ALTERNATE LOCATION]. Please bring your ID and your patience when you are picking up your child.

SHELTER

As a Shelter is used for threats such as tornadoes, earthquakes, and hazardous materials situations, you may want to only send notifications home once the Shelter is lifted (for less threatening situations) or send a notification when the Shelter is called and again when it is ended. We have created templates for both options. Please edit them as necessary for your school and the situation.

Shelter Activated & Lifted

Email Template

Subject: Safety Notification- Shelter Activated and Ended at [school name] [CAMPUS NAME]

Dear {{first_name}},

Today, [school name] [CAMPUS NAME] was placed in Shelter from [START TIME] to [END TIME] due to [STATE THE REASON FOR THE SHELTER]. All school operations have now returned to normal.

The safety and well-being of your child is our top priority. We will continue to keep you informed about important concerns at our school.

What is a Shelter Action? *

* A Shelter Action is called when specific protective actions are needed based on a threat or hazard. Sheltering requires that all students and staff follow response directives based on the threat or hazard. Learn more about the Standard Response Protocol at [iloveuguys.org](https://www.iloveuguys.org) [or link to your site if you have an emergency page].



SMS Template

[School Name] was placed in Shelter, which has now been lifted. All school operations have returned to normal. Please check your email for more information.

Shelter Activated & In Place

Email Template

Subject: Safety Notification - Shelter Currently Activated at *[school name]* [CAMPUS NAME]

Dear {{{first_name}}},

[school name] [CAMPUS NAME] is currently sheltering due to [STATE REASON FOR SHELTER].

The safety and well-being of your child is our top priority. We are actively monitoring the situation. You will be notified when the Shelter is lifted.

Watch for updates via text and email notifications *[or link to the platform you'll be updating]*.

What is a Shelter Action? *

* A Shelter Action is called when specific protective actions are needed based on a threat or hazard. Sheltering requires that all students and staff follow response directives based on the threat or hazard. Learn more about the Standard Response Protocol at [iloveguys.org](https://www.iloveguys.org) *[or link to your site if you have an emergency page]*.

SMS Template

[School Name] is currently sheltering due to [STATE REASON FOR SHELTER]. Please check your email for more information.



Shelter Lifted

Email Template

Subject: Safety Notification - Shelter Ended at *[school name]* [CAMPUS NAME]

Dear {{first_name}},

[school name] [CAMPUS NAME] used the shelter action from [START TIME] to [END TIME] due to [STATE THE REASON FOR THE SHELTER]. The Shelter has ended, and activities have resumed as normal.

Thank you for your patience while we worked through the situation. The safety and well-being of your child is our top priority. We will continue to keep you informed about important concerns at our school.

What is a Shelter Action? *

* A Shelter Action is called when specific protective actions are needed based on a threat or hazard. Sheltering requires that all students and staff follow response directives based on the threat or hazard. Learn more about the Standard Response Protocol at [iloveguys.org](https://www.iloveguys.org) *[or link to your site if you have an emergency page]*.

SMS Template

The Shelter at *[School Name]* has been lifted. Please check your email for more information.