**Introductory Principal Parent Letter Sample:** *The purpose of this letter is to briefly introduce new school leadership to parents and families while also evoking a sense of enthusiasm and energy. Please customize the text to meet your school’s needs.*

Hello family,

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m the new principal of *(insert school name)*. I’m coming to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from *(previous school)* where I *(did what).*

Your headshot



My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the new assistant principal of *(insert school name)*. I’m coming to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from *(previous school)* where I *(did what).*

Your headshot

Both *(assistant principal)* and I welcome you to an exciting new school year. Together, we’re joining a team of top-notch teachers and staff members who have hearts for children, and who believe in their abilities.

We’re honored to serve your children. We care about them, and we appreciate you!

We want to work with you to make sure students are getting the best education possible. We know their potential, and we’re thrilled about helping them learn even more this school year.

Our doors are open to you - whether you want to lend a helping hand or you have a concern you’d like addressed. Thank you for sharing your child with us and for being part of our school family. Here’s to a great school year!

Sincerely,

