

Parent Video Invitation

School-customizable communication template

HOW TO USE THIS TEMPLATE Replace every [bracketed field] with your school details and access code. Copy the invitation or reminder below into your message to families.

Subject line options

- You're Invited: Review the Ryan's Story Parent Video
- Ryan's Story Parent Video: An Invitation for Parents and Caregivers
- [School Name] Families: Take Time to Review the Parent Video

Main invitation email

To: [School Name] Families

Subject: [Choose or customize a subject line above]

Dear [School Name] Families,

We invite parents and caregivers to review the Ryan's Story Parent Video. Please take time to watch this resource and reflect on ways to support your child at home and online.

VIDEO LINK

<https://www.ryanpatrickhalligan.org/parentvideo>

ACCESS CODE

[Access Code]

WHO

Parents and caregivers of [School Name] students

HOW TO VIEW

Open the link above and enter the access code when prompted.

QUESTIONS

[Contact Name] at [Phone/Email]

About the Parent Video

John Halligan shares the story of his son Ryan, whom he lost to suicide at age 13 in 2003 following bullying and cyberbullying. His family's experience invites parents and caregivers to reflect on the challenges children may face and the importance of staying connected.

The Parent Video offers an opportunity to consider these issues privately, at your own pace, and to think about conversations you can have with your child.

Topics for reflection

- The impact of bullying and cyberbullying
- Recognizing concerns and encouraging help-seeking
- Guiding and discussing your child's online activity
- Creating open communication about difficult topics
- Encouraging children to seek help from trusted adults
- Supporting safety, connection and kindness

Why this conversation matters

Conversations about bullying, online experiences and emotional well-being can be difficult to begin. Reviewing the Parent Video can help you make time for those conversations and consider how to keep communication open with your child.

After viewing, we encourage you to check in with your child about friendships, online experiences and the trusted adults they can turn to for help.

To review the video, use the link and access code provided above. Please contact the school if you need help accessing it.

Questions? Contact [Contact Name] at [Phone/Email].

Thank you for taking the time to review this resource and support our school community.

Sincerely,

[Name]

[Title]

[School/Organization Name]

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SUGGESTED TIMING Send this reminder a few days after the initial invitation, or before any school viewing deadline.

Reminder email

To: [School Name] Families

Subject: Reminder: Review the Ryan's Story Parent Video

Dear [School Name] Families,

This is a friendly reminder to review the Ryan's Story Parent Video. We encourage parents and caregivers to take time to watch and reflect on ways to support their children.

John Halligan shares his family's experience following the loss of his son Ryan to suicide after bullying and cyberbullying. The video provides a starting point for reflection and conversations at home.

After viewing, consider checking in with your child about friendships, online experiences and where they can turn for help.

VIDEO LINK	https://www.ryanpatrickhalligan.org/parentvideo
ACCESS CODE	[Access Code]
HOW TO VIEW	Open the link above and enter the access code when prompted.

Questions? Contact [Contact Name] at [Phone/Email].

Thank you for making time for this important resource.

Sincerely,

[Name]

[Title]

[School/Organization Name]