



K-12 communication just got an upgrade

One platform to unify your district, engage families, and improve student outcomes. Designed for K–12 schools.

Free for district partners.

Drive impact and outcomes

Absenteeism → 1 in 3 teachers say ClassDojo improves attendance

Family engagement → 89% of district staff say ClassDojo builds stronger family relationships

Teacher retention → 8 in 10 teachers say ClassDojo improves their day-to-day

Behavior & well-being → 3 in 4 principals say ClassDojo helps build positive behavior

Community perception → 69% of families want daily/weekly updates on their child's progress

Engage every family

Multi-channel communication (email, app, SMS, voice) → **80% of messages read the same day!**

One-way, two-way, and group family messaging

Direct teacher–student messaging (ages 13+)

Realtime translation in 130+ languages

Automated attendance alerts

SMS and voice alerts

District calendar

Social media integration

Security, visibility, and control

Automated SIS rostering and syncs

Secure login with SSO

ADA and WCAG 2.2 compliant

District admin controls

Real-time school and classroom feed

Robust engagement dashboards

Messaging audit log

CSAM and keyword scanning



Join some of the world's most innovative districts and the over 45M+ families who already use ClassDojo: visit classdojo.com/districts

