

Auto Call Script

AP[®]

CollegeBoard

Use this call script to reach out to families to introduce AP[®] and invite them to learn more about it.

Customize your recording from our call script:

Hello, this is [Name] and I'm the [Title] at [School]. I'm calling to talk to you about our school's AP[®] program and how it can transform your child's future.

We offer [Enter Number] AP classes—from [Class Name] to [Class Name]—for students who are motivated and have shown academic promise to pursue college-level studies while still in high school.

AP can help your child stand out in college admission, potentially earn college credit, skip introductory courses in college, build college skills and confidence, and pursue their interests.

We encourage you to attend our information session on [date] at [time] or speak with a school counselor about how your child can enroll in AP for the next academic year. Course enrollment for next year starts in [month]. To learn more, please visit our school website at [URL].