

C.A.R.E. to Recruit

Connect • Align • Reach Out • Excite

We know that recruiting families to attend events is about building positive relationships. In the Investing in Family Engagement Project in Philadelphia, we also learned from parents at focus groups about ways we might strengthen our recruitment efforts. Below are ideas for leaders and teams to consider. The more specifically we answer these questions, the more strategic we are able to be in our outreach.

Connect with School Families & Leaders

- Who do we know at the school?
- Are there friendship / culture groups?
- Are there natural leaders in these groups?
- Which people mostly hover on the fringe?
- How might we connect with them?
- How do families like to learn about events?
- How do families celebrate holidays & success?
- What school email systems do families rely on?
- How might we share good news & also thank school staff, families, and supporters—to build vision and momentum?

Align Schedules & Messages

- Think long-term and set up an events calendar.
- Align events calendar with school calendar.
- Use simple, clear language in flyers and invitations.
- Ask parent partners to help create invitations / flyers.
- Might a parent or two review announcements for clarity?
- Free online Readability tools are great for editing:
<https://readability-score.com>.
- Need interpreters or translators? Line up ASAP.



Reach Out and Invite People Face-to-Face

- Ask — Are your connections in friendship and culture groups willing to invite others?
- Announce events **in first languages**.
- Warmly welcome everyone.
- Re-invite.

Excite + Earn Trust

- Share excitement & expectations.
- **Respect** parents and partners: Meeting #4 needs to be as organized as Meeting #1, parents said.
- Be on time.
- Share reasons behind activities and program changes. (Parents like to know these.)

29 Ways to C.A.R.E.

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AS A TEAM

- ___ Review school events calendar and delegate who will do what to share the program. (e.g., Assemblies, Back-to-School events, Report Card conferences, etc.)
- ___ Identify ways to make announcements at school.
- ___ Invite families during drop-off and/or pick-up. (Have fun and be creative in how you meet folks!)
- ___ Ask attending families if they'd like to invite other families.
- ___ Call families (with permission) to follow up on invitations.
- ___ Hand-write notes, such as: "I was glad to meet you today..."

PRINCIPALS AND TEACHERS

- ___ Ask principal for time — or table space — at school assemblies and back-to-school events.
- ___ Provide principal and teachers brief write-ups of event details and benefits.
- ___ Ask teachers to encourage their *students* to invite their families. (Parents listen to their kids!)
- ___ Ask staff if they are willing to email / text announcements to families.
- ___ Are principals and teachers willing to send notes home?
- ___ Share flyer and message text with staff and teams through a website portal. (For example messages, see www.phillyfasti3.com. SCHOOL PORTAL is in upper right corner. PW: FASTROCKS)
- ___ Ask teachers if they have a backpack mail schedule. Could you include flyers?

SOCIAL MEDIA

- ___ "Friend" the program's Facebook page.
- ___ Use FB page to broadcast event plans and excitement.
- ___ Post pictures after events (with parents' permission) to celebrate and extend the fun.
- ___ Suggest families / school leaders check the FB page to remain up-to-date on future plans.
- ___ Use text or email (with permission) to announce events.

CALENDARS & BULLETIN BOARDS (POST EVENTS THROUGH THESE)

- ___ School Calendar, both paper and online
- ___ Classroom Calendar (if teachers have one)
- ___ School or Teacher Newsletter / E-news
- ___ Parent Association (Invite leaders to attend program, too!)
- ___ Recreation / Community Center Calendars / Bulletin Boards

HANDOUTS / FLYERS

- ___ Backpack Mail
- ___ Handwritten invitations
- ___ Postcards
- ___ Posters/Flyers posted everywhere (doorways, hallways, bulletin boards)

DISTRICT ASSISTANCE (Note: Quality Control Managers can assist in processing requests.)

- ___ Translations
- ___ Robocall Announcements / Reminders

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