**Most parents want to help your organization, but many do not know how. Here are some helpful tips to increase your parent engagement:**

|  |
| --- |
|  |
| * **ASK and make it easy to sign up.** * List tasks within each program instead of broad categories, e.g. graphic design artist needed to create the Gala (or After Prom) poster or Matching Gifts Coordinator-great at home volunteer opportunity and flexible on times. * **Have a volunteer coordinator.** * **New Family Orientation off site.** * Invite all new families (incoming kindergartens, transfers, high school freshman) to an evening event just for them to welcome them to the school. * **Leverage media (Facebook, school website, school calendar) to publicize your PTO Meetings.** * **Have a PTO recap meeting.** * **Highlight “At Home” vs “In School” tasks.** * **School Event Exposure.** * Registration Table, Back-to-School, Events (Ice Cream Social, Building Lobby). * Have a table with an attention getter. * Guessing Jar (jellybeans, box tops) announce winner at meeting. * Volunteers with clipboards to get parent information. * Have a one-pager sheet explaining fundraising goals. * Wear “Ask Me” or some other item- sometimes parents just need to know a face in the crowd. * “Advertise” your meetings- school communications, director emails, teacher emails) on the TV in school, kiosks, physical community board in the school. * **Focus on THEIR benefits, not your Needs.** * Making a Difference. * Using your skills and talents for good. * Meeting others in your school/organization. * Getting information quicker/firsthand. * Resume builder. * Learn a new skill perhaps. |  |
|  |  |