



# ParentCorps Elevator Pitch

How to describe ParentCorps in 1 minute or less

As you know, **parents are often in a hurry with little time to talk**. This document gives you suggestions on how to use those small moments of connection effectively, to **explain ParentCorps in as little time as it would take to ride an elevator down a few floors!** You can talk to caregivers about the program during pick-up or drop off, when you bump into them in the hallway or when you're handing out ParentCorps swag.

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**Our goal is to help you feel comfortable and confident sharing about ParentCorps so that as many caregivers as possible can experience it.**

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## ENGLISH

### » Example 1 (in-person programming):

*Our school has a program called ParentCorps that you might really enjoy. It's a space specifically for parents and caregivers of pre-K children. It meets once a week for 12 weeks and any adult involved in your child's life can join – that can be mom, dad, grandpa, grandma, aunt, uncle, older sister or brother. It's kind of like a support group but you also learn and share parenting strategies. The group dives into different topics from week to week and it gives parents a chance to share candidly and authentically and not feel alone in their parenting journey. It starts on (date) at (time) and will be held in (location). Come for the strategies, stay for the community!*

### » Example 2 (virtual programming):

*So good to see you this morning! I've been meaning to tell you about a program at our school that I work with. It's called ParentCorps and I get so excited every year to tell all our pre-K families about it! It's a great space, just for parents and caregivers of pre-K children. It's an online session that meets once a week for 12 weeks. You can call in or join on the computer and any adult in your family can join! The group talks about different topics each week and you can share about your experience and hear from others about theirs – which really helps you not feel alone in your parenting journey! I'll send home more information about it this month so look out for that. I hope you'll join!*

## SPANISH

### » Ejemplo 1 (programación en persona):

*Nuestra escuela tiene un programa llamado ParentCorps que quizás disfrute mucho. Es un espacio específicamente para cuidadores de niños de pre kínder. Se reúne una vez a la semana durante 12 semanas y puede unirse cualquier adulto involucrado en la vida de su hijo, que puede ser mamá, papá, abuelo, abuela, tía, tío, hermana mayor o hermano. Es como un grupo de apoyo, pero también aprende y comparte estrategias de crianza. El grupo explora diferentes temas de una semana a otra y brinda a los padres la oportunidad de compartir con franqueza y autenticidad y no sentirse solos con su experiencia. Comienza el (fecha) a las (hora) y se llevará a cabo en (lugar). ¡Venga por las estrategias, quédese por la comunidad!*

### » Ejemplo 1 (programación virtual):

*¡Qué bueno verlos esta mañana! Quería contarles sobre un programa en nuestra escuela con el que trabajo. ¡Se llama ParentCorps y cada año me emociona tanto contarles a todas nuestras familias de pre kínder sobre él! Es un gran espacio, solo para padres y cuidadores de niños de pre kínder. Es una sesión en línea que se reúne una vez por semana durante 12 semanas. ¡Usted y/o cualquier adulto de su familia puede unirse por la computadora o teléfono! El grupo habla sobre diferentes temas cada semana. Puede compartir su experiencia y escuchar sobre la experiencia de otras familias. ¡Realmente puede ayudarle a no sentirse solo en su experiencia como cuidador! Enviaré a casa más información al respecto este mes, así que esté atento/a. ¡Espero que se una!*

## MANDARIN

### » 例子1 (现场课程):

我们学校推出了一个名为ParentCorps的项目，我相信您会特别喜欢。这个项目是专为学前班儿童的家长提供的一个平台。每周举行一次，持续 12 周，任何与您孩子生活有关的成年家长都可以参加，包括爸爸、妈妈、爷爷、奶奶、叔叔、阿姨、哥哥和姐姐。这类似于一个互助支持小组，您可以在这里学习和分享育儿经验。每周小组将讨论不同的主题，为家长提供了一个坦诚、真实分享的机会，让大家在育儿过程中不再感到孤独。该项目将于 (Y) 年 (M) 月 (D) 日 (Time) 开始，地点位于 (Location)。欢迎您积极参加，学习有效策略，成为更自信的家长！

### » 例子2 (线上课程):

很高兴今天早上见到您！我想和您分享一个我们学校合作的名为ParentCorps的项目。每年，我都非常期待向所有学前班的家庭介绍这个项目！ParentCorps是一个很棒的平台，专为学前班儿童的家长设计。它提供线上课程，每周举行一次，持续12周。您可以通过电话或电脑参与，您家中的任何成年家长都可以加入！每周小组将讨论不同的主题，您可以分享您的经验并倾听他人的经验。这个项目能在育儿旅程中为您提供更多支持，让您感到不再孤独！这个月我会向您发送更多有关该项目的信息，敬请关注。希望您能参加！

## Things to consider when making your own pitch!

### » **Who:** Who are you? **AND Who** are you talking to?

- What do you do to support ParentCorps or what is your role at your school?
- Are you talking to a caregiver you just met or do you have an existing relationship?
- What culture is the caregiver from and how might that influence how you share? As an example, in Chinese the term 'community' does not translate the way we intend. If sharing about the program in Chinese, you might use descriptive words like 'connection' or 'shared experiences' instead of 'community'.

### » **What:** What is ParentCorps in your own words?

- What does it feel like in the program?
- What does participation look like?
- What do you hope caregivers get out of participating?
- We like to share that this program is meant to create a judgment-free community where people can share and not feel alone in their parenting journey, hence our tagline "*Come for the Strategies, Stay for the Community*".
- Take culture into consideration when deciding what to emphasize. For example, the idea of creating community might resonate strongly for Spanish speaking families. For Chinese speaking families, learning useful parenting strategies may resonate the most, so you might emphasize that.

### » **Where:** Where does programming happen? In-person? Virtual?

### » **When:** When is the program being held? When are you having this conversation?

- Is the program starting 3 months from now or tomorrow? What you emphasize might change depending on those details.

### » **Why:** Why should they attend?

- Raising children is hard no matter how much experience you have. ParentCorps can offer some support and some strategies to make it a bit easier.
- ParentCorps supports children's success in school! ParentCorps strives to deepen home-school connection and many of the strategies shared in the parenting program reinforce and reflect what your child is learning in school.

**Caregivers have described ParentCorps as a support group they didn't know they needed.** We encourage you to describe it similarly so caregivers understand it is more than a parenting program where you learn parenting skills. **It is a community of caregivers learning from each other, reflecting on their own upbringing, expressing themselves and sharing their experiences raising young children.**

We end this document with one of our favorite quotes from a caregiver which beautifully encapsulates the spirit of this program. **Thank you for your enthusiasm and support of this special program.** We hope it touches every caregiver at your school.

**“** *The most important thing I've learned is to take care of myself and ask for help when I need it. It is OK for us to talk about what it's like to be parents, to be honest about how tough it can be... and to be proud of ourselves for working so hard to give our kids a good life.*” - ParentCorps Parent