

# 6 tips for filling the room



- 1 Offer food!** Whether it's muffins and coffee at drop-off the morning of virtual programs, or yummy snacks during in-person meetings, food goes a long way toward making people feel comfortable and welcome.
- 2 Make personal connections.** When you connect face-to-face or make individual calls inviting caregivers to the program, they feel seen and cared about. Even if they can't make it, these personal connections build relationships and help parents feel welcome. Try to reach out to every parent at least once.
- 3 Advocate for a private, easily accessible location for in-person groups.** When the location is easy to access, it increases the likelihood that parents and caregivers will join.
- 4 Survey parents and caregivers to weigh in on the day, time and format of the program.** Find out what days and times the facilitator is available and then give parents and caregivers a few options to choose from. Allow them to state their preference between a virtual or in-person group.
- 5 Host a fun family engagement event prior to the group's launch.** This gives parents and caregivers a taste of what to expect. Build in ways for parents to meet and speak with one another during the event. And, of course, offer food!
- 6 Recruit others to spread the word.** Teachers are very effective at encouraging parents and caregivers to give it a try. Parents who have come to ParentCorps in the past are also great spokespeople. Load them up with ParentCorps swag and ask them to share their experience.



**Emphasize that ParentCorps is for ALL pre-K parents and caregivers – not just those who are struggling!**

For more family engagement and outreach resources, check out the ParentCorps Portal at [www.weareparentcorps.org](http://www.weareparentcorps.org).

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# 6 tips to keep caregivers coming



**Make sure parents and caregivers know they're still welcome no matter how many sessions they've missed. Encourage them to come whenever they can.**

**Come for the Strategies,  
Stay for the Community**

- 1 Celebrate each caregiver's presence in the group and focus on your relationships with them as much as the content.** It means so much that parents and caregivers are choosing to spend their time with us when there are so many other things they could be doing. Honor their time, efforts and capacity.
- 2 Support a sense of community outside the group walls.** Form a WhatsApp, GroupMe, or other text group. Caregivers can use this space to connect with each other, and you can use it to share encouraging words. A group text thread is also useful when you need to let parents and caregivers know about last minute schedule changes.
- 3 Send out reminders the day before and the hour before sessions start.** With so much happening these days, we all need reminders. These reminders are a form of care! Also, reaching out to a parent/caregiver who hasn't come recently lets them know you're thinking about them.
- 4 Pre-K teachers love to hear highlights from the sessions. Share them!** And, a word of caution: make sure not to share anything confidential! "Parents and caregivers really enjoyed talking about their struggles with bedtime this week," is a great example of a way to share what happened in a session without breaking anyone's confidentiality.
- 5 Share the following week's session topic at the end of each group. Be specific!** What would you remember more? "Session 5 is next week" or "Who dreads mealtime? We've got some strategies to make it so much easier! Plus, you'll receive a fun placemat."
- 6 Turn up the outreach efforts after a break.** It's hard to find time in the calendar to have 12 consecutive sessions without a holiday or school closure interrupting the flow. Attendance almost always drops after returning from a break, so send more reminders than usual to help maintain momentum.

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