

UNITED WAY BORN LEARNING ACADEMY RECRUITMENT TIPS

Almost 20 percent of new teachers and a quarter of principals find that building relationships with parents is a significant source of job stress. Of course, all parents—from all walks of life—want their children to succeed in school, work and life. Tapping into that shared passion is part of the strength of United Way Born Learning Academies. When parents, schools and communities are working together to help kids learn, everybody wins.

To help you successfully recruit families, United Way and current Academy coordinators/facilitators have shared the approaches proven to be most effective in recruiting families for workshops.

THINGS TO REMEMBER

1. **Know your audience.** What kinds of families are in your community?
2. **Go where parents live, work, play and pray.**
3. **Give families tips** for everyday moments with their children.

IN SCHOOLS, CHILDCARE CENTERS AND DURING ACADEMY SESSIONS

- **Utilize school communications systems**, such as newsletters, texting, weekly go-home folders and website calendars.
- **Partner with school's Family Resource Center**, community school and guidance staff to target specific families via personal phone call.
- **Tell students to share with their families**; offer an activity the kids will want to attend and bring their parents.
- **Provide incentives** like gift cards or prizes for families who attend regularly or bring a friend.
- **Enlist alumni** (previously engaged Academy families) to share their experience with friends.
- **Be visible** by using Academy posters at the drop-off line and main office.
- **Post flyers and posters** at all school entry doors and at surrounding childcare centers.
- **Send reminders** to families the week of a session.
- **Send letters to families** at surrounding childcare centers.

¹ MetLife. (2005). *The MetLife Survey of the American teacher: Transitions and the Role of Supportive Relationships*. New York. Retrieved November 12, 2015, from <http://files.eric.ed.gov/fulltext/ED488837.pdf>.

IN SCHOOLS, CHILDCARE CENTERS AND DURING ACADEMY SESSIONS continued

■ **Promote Academies** and sign parents up at school events such as:

- Kindergarten Registration
- Screening Events
- Open House
- Back to School Night
- Carnivals
- PTO Meetings

TRADITIONAL AND SOCIAL MEDIA

- **Contact local radio, television or newspapers** for possible public service announcements and advertisements. Access tips on obtaining radio coverage [here](#).
- **Submit events to radio and community-oriented organization websites.** Search online for your local event listings and for submission forms [like this one](#).
- **Create a Facebook event** for each workshop session and invite followers to attend and share with others.
- **Create a Facebook group** to keep families engaged and updated on workshops.
- **Ask community partners** with high social reach (library, Head Start, city or county government) to share Born Learning Academy workshops on their social media pages. Provide sample social media posts for partners for ease of posting.

IN THE COMMUNITY

- **Work with your local United Way** to connect with employers.
- **Utilize the customizable Born Learning Academy marketing tools** at <https://www.bornlearning.org/academy-toolkit/marketing>, including:
(*Note: Must be logged in before accessing tools.*)
 - Flyers
 - Save the Date Card
 - Standard Fact Sheet
 - Press Release Template
 - Op-ed/Blog Post Template
- **Recruit parent ambassadors** from target communities to spread the word.
- **Provide specific details** about the incentives and food offered at each session.
- **Distribute fliers** throughout the community:
 - Early Head Start
 - Head Start
 - Housing Authority
 - Apartment Complex Management
 - Parent Resource Centers
 - Health Department
 - HANDS
 - ECS
 - HIPPY
 - CECC
 - WIC
 - Childcare Centers
 - Business Associations
 - Churches, Mosques, Synagogues
 - Court System
 - Domestic Violence Shelters
 - Grocery Stores
 - Public Library
 - Community Center
 - Post Office
 - Churches
 - Laundry Mats
 - Afterschool Programs (YMCA, Boys and Girls Club)
 - Pediatricians