

# Getting Parents and the Community Involved



## Parent Focused Ideas

- PBS Video for Parents - Show at Open House, when parents register a new student, in lobby when parents attend performances, available at check-out, teacher conference nights
- Parent Store – with household items like dish soap, towels, cleaning supplies, candles
- Quarterly Parent Newsletter – include information on PBS, PBS tips
- Invite Parents on PBS Team – consider providing childcare, meeting times
- Create “PBS at Home” - classes and materials to help parents use PBS in home
- Add PBS activities to volunteer list –
- PBS “Homework” – Have children explain and give examples of how PBS works with their family. Follow up with a PBS quiz for families
- PBS Table – at Open house to share what’s going on with PBS
- New Parent Orientation – pair new parents with veteran parents to orient to school & PBS
- PBS Bulletin Board – create and maintain a PBS bulletin board in main office with information, tips on how to be involved
- Offer Family Activities – Family movie nights, buy entrance with “bucks”
- Give PBS Incentives – at school activities; PTA meetings, science fair nights, concerts
- Provide Native Language Materials – provide materials and training in native languages
- Offer Interactive Parent Focus Groups –

## Community Ideas

- Distribute Calendars and Agendas – with PBS motto and matrix
- Include PBS Expectations on Letterhead
- Create and Distribute Bumper Stickers, Bookmarks, etc. – with PBS expectations
- Work with Local After School Programs – extend expectations, rewards into community after school programs like YMCA, Boys and Girls Clubs
- Show PBS Video – at town hall meetings, rotary clubs, Kiwanis, etc...
- Solicit Mentors – from local churches, synagogues, mosques
- Get Fraternity/Sorority – to use your school/PBS for their philanthropy
- Make Presentations to School Board – and invite them to PBS celebrations
- Acknowledge Employers – that donate employee time, offer time for volunteering

## Local Businesses

- Write letter on school letterhead
- Tax exempt form
- Sample Items: Parent brochures, Poster of Expectations, Your school highlighted in newspaper/newsletters (local or district), school shirt
- “Thank You” Letters: from Principal, students, pictures of their donations being used, marquee, school website, school newsletter
- If you mail it out, follow up in person
- Invite businesses who donate to attend staff and student rewards
- Invite the media to cover reward events
- When visiting in person you may not get a business to commit but they will tell you what you need to do
- Sponsor your t-shirts and put their name or logo on back
- Chain stores but also local “Mom and Pop” stores
- Fall: Contact for 1st time & Spring: follow up for next year