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**