TOOLKIT for Engaging Parents and Caregivers in Optimal Health Programming

FYSB
Family & Youth Services Bureau

This document is an interactive PDF that has fields you can fill in with your organization's information. The form fields will not work if opened in a web browser. For full functionality, download and save this file to your desktop. [Click here to view a video demonstration.](#)
Click the table of contents icon above or use "find" (<Ctrl> F) to search keywords.

TOOLKIT for Engaging Parents and Caregivers in Optimal Health Programming

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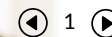| Section 1	Section 2	Section 3	Section 4	Section 5	Section 6
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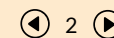
Introduction

Importance of Engaging Parents and Caregivers

Parents and other caregivers[1] of adolescents play a key role in supporting young people and helping them navigate adolescence as they transition toward adulthood. This toolkit provides you with strategies to connect with parents and provide them with information and resources to support a positive relationship with their adolescents. It will also help you ask for their support and involvement in your programming with youth. By increasing parents' skills for communicating and connecting with their adolescents, your organization can make it more likely that their adolescents will avoid sex and other risky behaviors (Donaldson et al., 2016; Grossman, 2020; Mahabee-Gittens et al., 2013; Markham et al., 2010) and perform better in school (Jeynes, 2007, 2016, 2017; Kim & Hill, 2015; Wang et al., 2014).

[1] In the interest of brevity, we are using the term "parents" to refer to "parents and other caregivers" for the remainder of this document. When reaching out, it is important to be inclusive of all types of caregivers and guardians, such as the adolescents' grandparents or other relatives.

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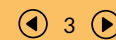| Section 1	Section 2	Section 3	Section 4	Section 5	Section 6
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A Framework for Working with Parents

The Centers for Disease Control and Prevention (CDC) offers a framework for working with parents that includes **connecting and engaging with them and sustaining engagement over time** (CDC, 2012). The application of this framework will vary depending on the type of programming your organization offers, but the components are important to keep in mind as you develop your parent engagement strategy. It is important to develop a connection with parents and engage them in the program in ways that accommodate their busy lives. It is also important to identify strategies for continuing to sustain parent engagement over time, whether it be engaging new cohorts of caregivers or continuing to engage an existing cohort.
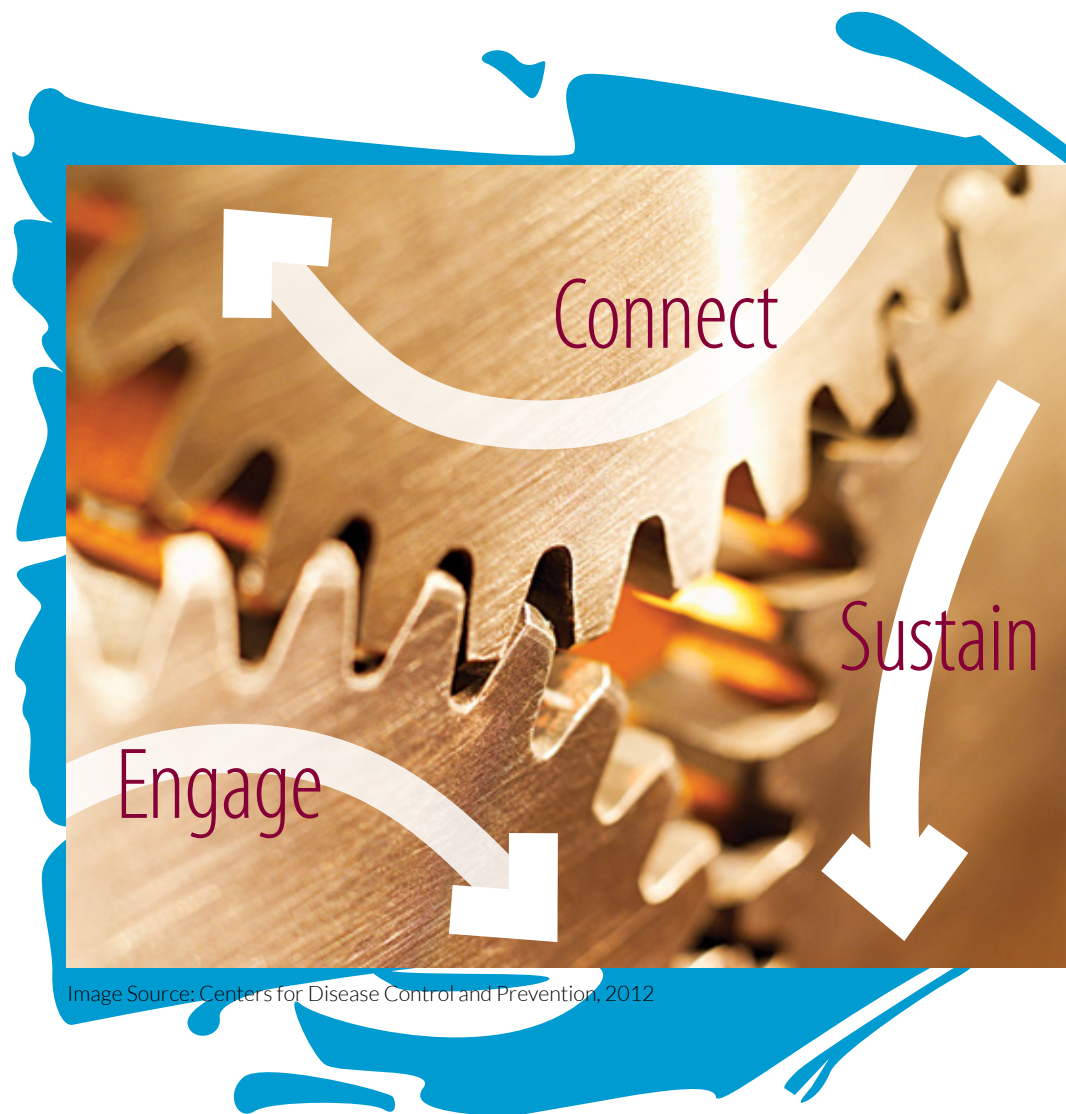

Image Source: Centers for Disease Control and Prevention, 2012

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How to Use This Toolkit

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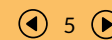
This toolkit will help you identify strategies that your organization may use to engage parents. It includes planning tips and assessment questions to help your organization get started with this type of engagement and specific activities that you may consider. **The toolkit is designed so you may use the sections and tools that fit your needs and refer to others as needed.** For example, if your organization has already set S.M.A.R.T. objectives, you may want to skip Section 2. You may use this as a tool that only members of your agency share or use it to prepare for conversations with your technical assistance provider or project officer, as appropriate.

Make the Best Use of Your Toolkit

1. This toolkit can be used collaboratively among various staff to incorporate multiple perspectives on parent engagement. You can fill out the forms included in this toolkit on your computer or tablet or print the forms and fill them out by hand.

2. You will be able to save your answers and share them with other members of your team and with partners.

3. You can start over at any time by downloading a blank version of the toolkit.

4. To take full advantage of this toolkit, we recommend that you start by answering the questions included in Section 2.

5. Your answers will automatically fill in the first step of an action plan (which can be found in Section 6: Action Planning Tools).

6. In Section 3, there are suggested activities that you may consider. As you review the activities, you can select those that you are most interested in doing now and identify those that might be appropriate to do in the future.

This document is an interactive PDF that has fields you can fill in with your organization's information. The information you fill in will populate the Action Planning Tools in Section 6.

Click here to view a video demonstration.

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Getting Started with Parent Engagement
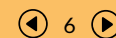
LOOKING AHEAD

There are many different ways that you can reach out to parents to involve them in programming and encourage them to support what their children are learning within your program. To get started, it's important to consider the amount of time and resources that your organization can dedicate toward engaging parents and develop a strategy from there. It's also important to build trust with parents before beginning your programming and to identify their needs. This page has tips to help you get started.

Build trust with parents.

- Approach parents with humility and respect and engage them as partners from the beginning by asking for their input and support.

- Consider hiring outreach workers from within the community you serve.

- Reach out to parents on an ongoing basis about the overall program, not just a particular event.

- Form a parent advisory board or incorporate parents into an existing board.

- Seek input of existing groups of parents, such as Parent-Teacher Associations, at the schools that your youth participants attend.

  › For example, if you are planning an event or workshop, you might identify 3 to 5 key, trusted parents in the community through conversations with the school, students, and community leaders. Invite these trusted parents to invite their friends to the event or share information about the event through their networks. These people should already be trusted by community members. You could also invite a parent from the community to co-host the event.

- Ensure that the parents who collaborate in the planning and become engaged in your programming reflect the cultural and linguistic diversity in your community.

Learn about the needs of your participants' families.

- Survey participants about their needs and interests as they sign their students or themselves up for a program. If possible, include questions on your registration forms.

  › For example, if many of your participants' parents are English as a Second Language (ESL) speakers and often attend ESL classes, partner with those classes to offer a workshop on your program combined with ESL instruction.

- If appropriate, connect the outreach and engagement activities to the education that is provided to their children. For example, you might provide an engagement activity that helps prepare parents for questions they might receive from youth after some of the lessons.

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Before selecting specific parent activities, be sure to consider how they relate to your programmatic and organizational goals.

The questions below are designed to help you start thinking about the overall purpose of your parent engagement activities and how they will fit in with your organization's implementation plan. Read the questions and write or type your answers directly in the form below. If you type your answers, your responses will also feed into Table 1 in Section 6.

Foundational Questions:

1. **What is the <u>goal</u> for engaging parents in your programming? <u>open popup for more info</u>**

2. **How are parent outreach and engagement related to your program's goals and objectives?**

3. **<u>How much time and effort</u> can your organization devote to parent outreach and engagement?**

4. **<u>Who</u> in your organization will be responsible for engaging parents?**

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Developing S.M.A.R.T. Objectives

◀ 8 ▶
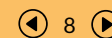
Use this section if you do not have S.M.A.R.T objectives for parent engagement and would like to set some. Otherwise, continue to page 10 for a host of ideas on how to engage parents.

> A program that already has defined S.M.A.R.T objectives is better prepared to seek funding that requires measurable goals and objectives.

S.M.A.R.T.

Before identifying specific activities, you may want to identify measurable objectives to meet your goals, and make sure they are S.M.A.R.T.—specific, measurable, achievable, realistic, and time-bound. Developing objectives this way allows you to better measure your success with parent engagement. More resources on S.M.A.R.T. goals and objectives are available from the Centers for Disease Control and Prevention.

You listed your overall goal on page 7. Now think of three supporting objectives for your parent engagement work. These will be measurable achievements that lead to reaching a specific goal. Taking time to define these will help you prioritize resources and determine where to get started.

Example: The *Empowering Youth* agency has a goal of building parent support for their program. These are three S.M.A.R.T. objectives they developed for this year.

- End-of-year survey will show that at least 75% of parents at the school have a positive opinion of the program.

- Within 12 months, we will have identified five parent champions within the school community.

- Within 12 months, we will have a 20% increase in Instagram followers among the parents at the school.

Example S.M.A.R.T. Objective:
By the end of 2020, our parent engagement strategy will lead to a 10% increase in enrollment (10 more students) in the after-school program.

S.M.A.R.T. objectives are:	
S SPECIFIC	Concrete, detailed, and well-defined so that you know where you are going and what to expect when you arrive
M MEASURABLE	Numbers and quantities provide means of measurement and comparison
A ACHIEVABLE	Feasible and easy to put into action
R REALISTIC	Constraints such as resources, personnel, cost, and time frame
T TIME-BOUND	A time frame helps to set boundaries around the objective

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For reference, here is the goal you described for this work on page 7:

Identify three S.M.A.R.T. objectives for your program in the boxes below.
Remember, you can continue to refine these objectives over time.

S.M.A.R.T. Objectives

S.M.A.R.T. Objective #1

S.M.A.R.T. Objective #2

S.M.A.R.T. Objective #3

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Potential Engagement Activities

◀ 10 ▶

Continue reading to learn more about parent engagement activities or click on a link below to take you to a specific type of activity.

- **Host an in-person learning event.**

- **Offer virtual learning.**

- **Connect with parents at a location they already visit.**

- **Offer an awards ceremony for students who have participated in your program.**

- **Add a parent component to the lessons or activities that you already conduct with youth.**

- **Offer opportunities for informal connection and resource sharing among parents.**

- **Provide regular, one-way communication.**

CONNECT

There are many different ways to engage parents. Consider the resources (including time) that your team currently has available and, for each activity on the following pages, check each box if the idea is something you would like to explore right now. If there are activities you cannot undertake now but would like to explore in the future, use Table 5 in your Action Planning Tools to record those ideas and share them with your colleagues.

Host an in-person learning event.

This could be a workshop or some other learning event. The event could be done in partnership with other organizations in the community.

IN-PERSON EVENT IDEAS

Partner with the school district and participate in "back to school night" or other activities that are geared toward parents, such as family game nights or Science, Technology, Engineering, and Mathematics (STEM) nights.

Host a workshop that parents are able to participate in while their adolescents are participating in your programming. For example, if your program meets on the weekends, consider hosting a co-occurring parent workshop with activities that parents and their adolescents can participate in together.

Identify other organizations that offer parent workshops and consider partnering, if possible.

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Offer virtual learning.

You could host a real-time, virtual learning event or share a list of recorded events that parents can watch at their convenience. If time allows, consider engaging parents in the development of this activity to ensure its relevance and utility. You could ask parents to submit questions before or during each event. It is best to first have a virtual presence to advertise these activities, such as with an organizational website, social media pages or channels, or email account. Let parents know how they can find you virtually (e.g., by following your organization on social media).

VIRTUAL LEARNING IDEAS

Use a video conferencing app such as Zoom (offers free basic accounts for sessions that are less than 40 minutes long—currently longer if you register as part of a K–12 institution; see the Zoom Help Center to learn how to get started) or Google Hangouts (part of G Suite for Education and G Suite for Nonprofits) to connect with parents virtually. Organizations can also host events via Facebook Live. Make sure that the virtual mechanism selected offers privacy features, such as passwords, to ensure greater meeting security.

Record your virtual events and post them on your organization's YouTube channel or website. Link to them via your social media pages or channels.

For live events, consider inviting a local expert, such as a program facilitator, pediatrician, or faculty member of a local university, to speak to parents.

Compile links to videos or podcasts your program staff recommend in one easy-to-find location and share the page with parents.

Record a short, virtual lecture. Set up your laptop or phone camera and record a short talk about a topic related to your programming and upload it to your YouTube channel.

Host a virtual event with activities for parents and their adolescents to participate in together. You could also provide homework assignments that require discussion between parents and their adolescents.

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Connect with parents at a location they already visit.

This might involve providing learning opportunities for parents at their place of work or other places that parents routinely visit.

EXAMPLES

Partner with major employers in your town and offer relevant information to their employees.

Consider innovative places, like a local football or basketball game, where parents gather and may be interested in receiving your information.

Set up a booth at local festivals such as a county fair, music festival, or other event that draws both parents and youth. Engage youth in short activities while you speak with parents or get their input on needs using a parent survey.

Reach out to local faith leaders to learn how you might provide programming at their events.

TIP: For this type of activity, you will likely need to share information that is visually appealing and brief—such as an infographic or a tip sheet.

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Add a parent component to the lessons or activities that you already conduct with youth.

Leveraging your youth-oriented programming by incorporating a parent component can be a cost-effective way to engage parents.

EXAMPLES

Select a curriculum that includes lessons that involve parents.

Provide homework assignments that require discussion between parents and their adolescents. A homework component can be a way to encourage communication between parents and their adolescents.

Host an event that includes activities that parents and their adolescents can participate in together.

Offer an awards ceremony for students who have participated in your program.

Invite parents to the ceremony and provide helpful information to them. The event might also celebrate parent involvement in addition to youth involvement by recognizing parent participation. Consider adding an awards ceremony to an existing school-based program such as an honors convocation.

TIPS FOR A SUCCESSFUL AWARDS CEREMONY

Use multiple methods to let parents know about the event (e.g., email, flyers).

Make the event celebratory and fun, and provide food and/or prizes if your budget allows.

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Offer opportunities for informal connection and resource sharing among parents.

Use these events to answer questions about topics related to your programming, give parents an opportunity to interact with an expert or hear from other parents involved with the program.

VIRTUAL IDEAS

Encourage parents to join a group discussion via a free group messaging app (e.g., WhatsApp). This group can participate in moderated "chats" about a particular topic. Make sure the platform you use offers encryption (preferably end-to-end encryption).

Conduct a "coffee chat" via phone through an established conference/video line or via text. Invite parents to ask questions about your program or about other topics relating to adolescent health and development and parent-adolescent communication.

Some small group discussions could also be tailored toward certain audiences, such as parents of adolescents with special circumstances (e.g., parents of adolescents with behavioral/emotional disorders) or specific types of caregivers (e.g., grandparents).

TIPS:

- Advertise through an email or flyer sent home to parents.
- Start with 30 minutes once a week to get started.
- If relevant and appropriate, partner with other youth-serving organizations throughout the community and discuss a wide variety of topics related to adolescence in an effort to encourage more engagement and participation.

IN-PERSON IDEAS

Host regular "coffee breaks" or "Chat & Chew" sessions during which parents can connect with your organization and ask questions about the program or topics related to the program.

Consider facilitating smaller group sessions that consist of a group discussion rather than a workshop.

Small group discussions could be hosted by parents in their homes to decrease transportation barriers.

Consider also inviting parents to your organizational space (if appropriate) to meet and interact with staff. This could be done as part of an Open House or Get to Know Us activity.

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Provide regular, one-way communication.

Provide parents an opportunity to receive regular updates from your organization. These updates could be specific to your program or might be about adolescent health and development or parent-adolescent relationships more broadly. There are many strategies you can use, including texting, social media, email, and flyers.

DIGITAL OUTREACH

For one-way digital strategies, set up a system that allows parents to opt into a group and receive weekly updates (e.g., texts, social media posts, emails). This could be done during program registration, through your website, or via email. You could also advertise the opportunity to receive updates through school announcements in your community. Ask parents how they prefer to receive information and what type of information might be most useful and beneficial to them. For example, they may want information about what topics have been covered recently in sessions with their adolescents or information on effective parent strategies. Consider using a text messaging program or other outreach methods, such as social media groups (e.g., closed Facebook group) or email, depending on parent preference.

See the "How to set up a text messaging program" section for sample messages you can use to engage parents.

NON-DIGITAL OUTREACH

If digital communication is not appropriate, consider a strategy like a weekly newsletter or flyer that is sent home each week with youth. This flyer could include information about what has been covered in the program that week and relevant ways that parents can extend the program's impact.

You might also consider partnering with the school to send information about your program at the beginning of the year when other programming information is sent home to parents.

HOW TO SET UP A TEXT MESSAGING PROGRAM

1. IDENTIFY A PLATFORM TO HELP YOU REACH PARENTS.

- Look for an app that is designed for teacher-parent communication and incorporate it into your programming. Many are free! Search online for "teacher parent communication app reviews" to access reviews of these apps.
- You may also consider using a bulk text messaging app. Many offer free trials and have reasonably priced monthly plans. You can read reviews of some services by searching for "bulk text messaging app reviews" online.
- If your school has G Suite for Education or your organization has G Suite for Nonprofits, another option is Google Classroom, which facilitates communication with parents and shares information about your "classroom."

2. SET UP YOUR CONTACT LISTS AND MAKE A SCHEDULE FOR YOUR TEXT MESSAGES.

It is important to have regular contact, but you will want to avoid sending too many messages. Aim for no more than one text per day.

3. START SENDING MESSAGES.

You might choose to share parenting tips, let parents know about information covered in class, or highlight upcoming events. Be sure to give parents a way to opt out if they no longer want to receive messages.

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Sample Text Messages to Send to Parents

There is some evidence that text messaging campaigns with parents can increase parent-child communication (Chu et al., 2019). This section includes sample text messages that you might consider sharing with parents. The type of text messages your organization sends will depend on your specific goals for outreach with parents. Consider your goals as you develop your own text messages to send to parents.

More suggestions for information to share with parents can be found here:

Healthy Parent-Child Relationships

Resources for Families

You could send texts that encourage parent-child communication:

Did you know parenting that is warm and loving but also involves supervision, limits, and rules has been found to be more effective than other styles of parenting? Learn more about authoritative parenting.

Making time for one-on-one connection with your adolescent on a regular basis can help to support communication. Find something you both like to do or work on a project together.

Try to stay calm. If your adolescent says something you disagree with or does something to upset you, express your concerns, but don't overreact. Try to keep the door open for future conversations. Learn more about parent-adolescent communication.

Remember—parent-child relationships are a two-way street. You are changing in response to your child's development too!

Did you know parent support during the adolescent years is critical? Your adolescent may be listening and learning from you in more ways than you realize! Learn more about the importance of parental figures in the lives of adolescents.

Fun fact: parents can have more influence than peers, especially on behaviors like having sex and using substances.

Navigating friendships during the adolescent years can be a challenge in any circumstance. Let your adolescent(s) know that you are here to listen to their frustrations.
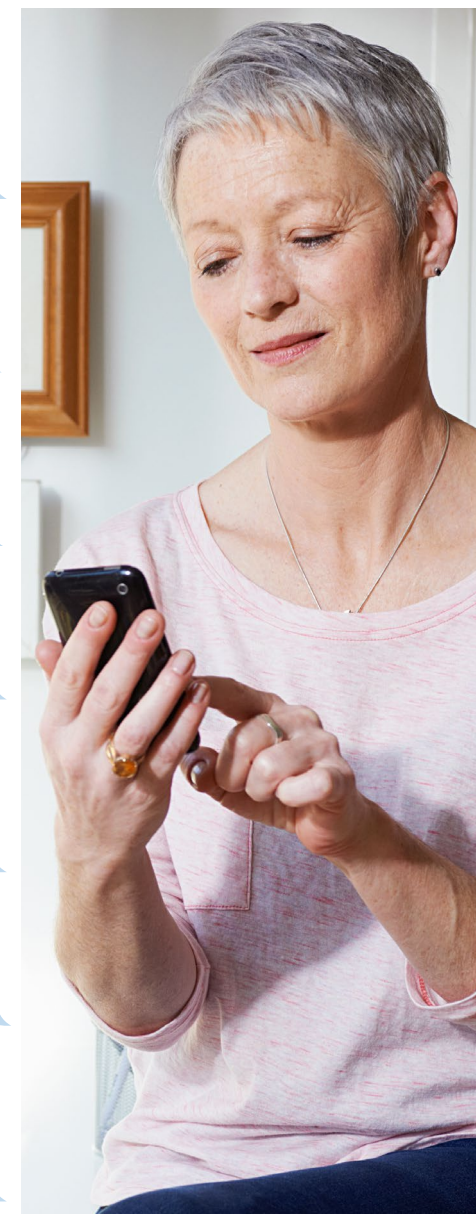
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You could send regular texts about what you are covering in your sessions:

Today we discussed healthy relationships. Ask your adolescent(s): "What was one surprising thing about relationships that you learned today? How do you feel about the relationships in your life?"

Today we talked about resisting peer pressure. Check out some additional resources on peer pressure and adolescent friendships!

Today we discussed goals. Ask your adolescent(s): "What is one of your goals for this year? What support do you need from me to reach your goals?"

You could also send texts about special events for parents—either online or in the community. Example texts are:

Don't miss it! Our online workshop for parents about setting limits is tonight! Join us on Zoom at 7 PM.

[NAME] talks about her new book on parenting strategies at Anytown Public Library—join us tomorrow night at 6:30 PM!
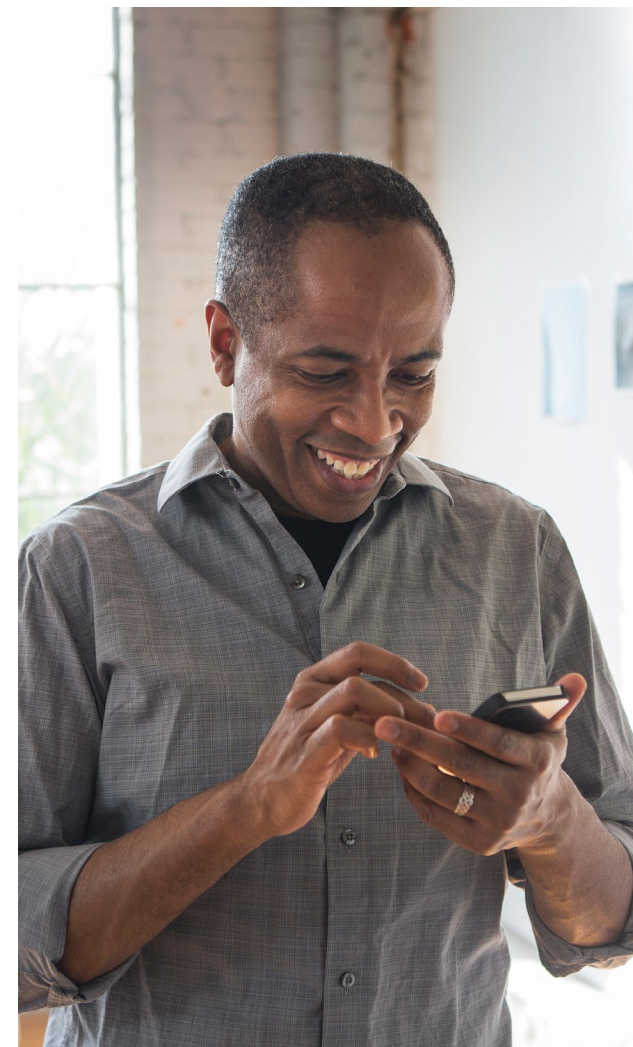
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Key Considerations for Engaging Parents

REACH OUT

Regardless of which activities you pursue, there are a few key strategies you can use to facilitate successful parent engagement.

If you are planning an event, build it into existing events that are highly attended by parents.

- Identify existing events within the school or community that are popular. For example, you could provide information about your program before basketball games, concerts, theater productions, or other events that parents typically attend at their adolescents' schools.

- Offer sessions for parents during parent/teacher conference days at school (offered throughout the year).

- Partner with other agencies when situations require parental attendance in school or in another out-of-school setting.

Example from the field: One program partnered with a local judge to offer an evidence-based program focused on increasing monitoring and supervision of adolescents and improving parents' skills to have conversations with their adolescents. This program was one of the mandatory programs for parents.

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Make engagements and events fun and worthwhile for parents.

Offer an incentive such as raffle prizes for parents in attendance. Consider incentives that encourage parent-child connection such as board games or outdoor activities. Consider establishing a point system for incentives based on attendance.

Consider offering workshops or events on a recurring basis.

You could offer your workshop several times per year so they are expected and give parents several opportunities to attend.

Send reminders in a variety of formats.

Use a combination of text, phone call, social media, and email to be sure your reminder gets through.

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Remove barriers to participating in your outreach and engagement activities.

- For in-person activities, consider providing food, childcare, and/or transportation vouchers. You also may offer the event at different times of the day to accommodate parents' varied work schedules.

- Identify locations/settings for your workshop that are easy for your population to access. For example, if most of your families rely on public transportation, you should consider holding your workshop at a location that is on a bus line. It is also important to offer parent programs in a space that is familiar and comfortable to parents

- Offer options for virtual attendance (e.g., Zoom, Skype, live streaming).

- Make recordings of the activities available to parents.

- Host the activities in the primary language of your population or provide translation services.

- Ensure that the activities are culturally relevant for the parent population you serve and that the activity leader can connect with the population served. Ask school employees or community members who are familiar with the population to provide feedback on whether your materials and format are appropriate. For example, if there is an activity that involves talking with an adolescent while driving in a car, but many members of the particular parent population do not drive, you should modify the activity.

- Consider the needs of parents who have low literacy skills when designing your workshop.

Examples from the field:

› A program that offered a day-long workshop aimed at parents provided lunch from a local restaurant that reflected the local cuisine.

› A program with a large Latino community decided to hold a Latino Family Night at the beginning of the school year. They promoted it with bilingual written invitations and individual phone calls from bilingual staff and volunteers. They provided culturally relevant entertainment and food.

Develop partnerships to increase awareness of your activities.

- Partner with community organizations to promote your parent outreach and engagement activities. Trusted partners can help spread the word and boost attendance. They can include:
  › Faith leaders
  › Local health care providers, clinics
  › Local radio hosts
  › Parent/teacher organizations
  › Local businesses where parents work and frequent
  › Neighborhood associations

- To introduce parents to your program, partner with schools to distribute your program's permission forms and flyers with other documents that schools distribute to parents at the beginning of the school year.

- Co-host or combine resources with other organizations, such as schools, YMCAs, or community recreation centers.
  › If you have the time and resources to plan large community events, invite representatives of other community agencies such as schools, summer camps, human services organizations, or other organizations to speak or host a table at your workshop and/or event. By inviting other community leaders, you might draw in parents who are interested in the services those groups have to offer.
  › If your time and resources are limited, you could host a workshop or event in partnership with another community-based event that is popular. By partnering with other local organizations to host joint workshops, you reduce costs by sharing the expense of childcare, food, and transportation.

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Measuring Your Success

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Determining whether your parent outreach and engagement activities are successful is an important component of this work. To do this, it will be helpful to refer to the original S.M.A.R.T. objectives your team identified (go to Table 2. S.M.A.R.T. Objectives of your action planning tools).

Consider what measures of success can help you determine whether you have met the identified S.M.A.R.T. objectives, which, in turn, should be linked to your overall goal for parent engagement. Use the "Progress Toward Meeting S.M.A.R.T. Objective" column on the right side of Table 2 to record your progress toward meeting each objective.

› For example, if your goal for parent engagement is to increase support for your program, the S.M.A.R.T. objectives might include a 10% increase in participation in the program, an increase in participant satisfaction with the program, and a 10% increase in implementation sites. Thus, key measures might include number of participants enrolled, number of implementation sites, and participant retention.

A continuous quality improvement (CQI) process can help identify what is going well and where there is room for improvement. CQI is the process by which your team uses data gathered during implementation, including relevant measures of success, to inform future programming. You may also explore opportunities to have post-activity debriefing sessions with the staff and partners involved in each activity.

At a minimum, organizations should track the strategies they are using to reach parents and identify one to two metrics that can be used to determine how well those strategies are working. Sample metrics may include number and type of engagement activities offered, number of parents reached through specific activities, and parent satisfaction with the engagement strategies. If possible, ask parents what barriers keep them from participating in programming and what would motivate them to become more involved.

MEASURE

Identify a way to determine whether your parent outreach and engagement activities are successful.

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Conclusion

Working with parents is one way to strengthen an important protective factor for youth. Helping parents develop skills to support their children during adolescence may enhance your program. Engaging parents in your programming can also strengthen their ties to your organization and increase their involvement in future programming. This toolkit includes a variety of strategies you may consider using in your work. You do not need to try everything at once. Rather, determine what might fit for your program now, monitor your progress, and make adaptations to best reach your goals.

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Action Planning Tools

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PLAN

- **Table 1. Parent Outreach and Engagement Action Plan Development**

- **Table 2. S.M.A.R.T. Objectives and Measures of Success**

- **Table 3. Parent Outreach and Engagement Activities**

- **Table 4. Parent Outreach and Engagement Action Steps**

- **Table 5. Future Parent Outreach Strategies**

- **Table 6. Partnering Plan**

This section includes a variety of tools that you can use to support action planning for your parent engagement activities.

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Table 1 should include a general overview of the goals for parent engagement along with the people who are supporting these activities and potential resources (monetary and in-kind contributions) available to support the work.

Table 1. Parent Outreach and Engagement Action Plan Development

Goals for Parent Engagement	Connection With Overall Project Goals	Resources Available	People Responsible

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Table 2 includes the S.M.A.R.T. objectives you identified in Section 2. Feel free to continue to edit or refine these objectives as needed.

Table 2. S.M.A.R.T. Objectives and Measures of Success

S.M.A.R.T. Objective #1	Progress Toward Meeting S.M.A.R.T. Objective #1
S.M.A.R.T. Objective #2	**Progress Toward Meeting S.M.A.R.T. Objective #2**
S.M.A.R.T. Objective #3	**Progress Toward Meeting S.M.A.R.T. Objective #3**

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Tables 3 and 4 will help your team expand and detail your action plans related to parent engagement. Table 3 includes the activities your team identified during the review of potential activities. These activities will need to be refined and detailed further on Table 4. Use the column on the right to add any additional activities.

Table 3. Parent Outreach and Engagement Activities

Selected Engagement Activities (populated from check boxes in Section 3)	Additional Engagement Activities (enter new ideas here)

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Table 4 provides space to consider the timeline for steps associated with each activity as well as the necessary resources for those steps, the individuals responsible for the work, and potential measures of success. To complete Table 4, enter in the key activity in the appropriate line and work with your team to detail the supporting steps. We provide 3 copies of Table 4 here so you can plan 3 separate activities. To develop action steps for additional activities or share individual forms with others on your team, you can download additional templates by clicking the Download Worksheets icon at the top of the page.

Table 4. Parent Outreach and Engagement Action Steps

Key Activity #1

Supporting Steps	Timeline	Resources Available	People Responsible	Measures of Success
a.				
b.				
c.				
d.				
e.				

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Key Activity #2

	Supporting Steps	Timeline	Resources Available	People Responsible	Measures of Success
a.					
b.					
c.					
d.					
e.					

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Key Activity #3

	Supporting Steps	Timeline	Resources Available	People Responsible	Measures of Success
a.					
b.					
c.					
d.					
e.					

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Table 5 is a place for your team to list the activities your organization would like to consider but does not have the resources to complete at this time. One way to use this table might be to share it with the individual or individuals responsible for fundraising at your organization and determine a potential strategy for identifying resources to support these activities.

Table 5. Future Parent Outreach Strategies

Potential Future Activities	Estimated Resource Needs (e.g., personnel, funding)
1.	1.
2.	2.
3.	
4.	

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Table 6 provides more insight into potential partners who can help support your parent engagement activities. Consider using this table in tandem with the other tables (specifically Tables 3 and 4) to ensure that the identified activities can be fully executed and to identify potential partners that can help implement the key activities your organization is pursuing for parent engagement.

Table 6. Partnering Plan

Partner #1 Name an organization in your community that is engaging parents successfully.	
How has this organization engaged parents (e.g., what types of events)?	
How has this organization recruited parents?	
How has this organization communicated with parents?	
How can we partner with this organization to engage parents?	

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Partner #2 Name an organization in your community that is engaging parents successfully.	
How has this organization engaged parents (e.g., what types of events)?	
How has this organization recruited parents?	
How has this organization communicated with parents?	
How can we partner with this organization to engage parents?	

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Partner #3 Name an organization in your community that is engaging parents successfully.	
How has this organization engaged parents (e.g., what types of events)?	
How has this organization recruited parents?	
How has this organization communicated with parents?	
How can we partner with this organization to engage parents?	