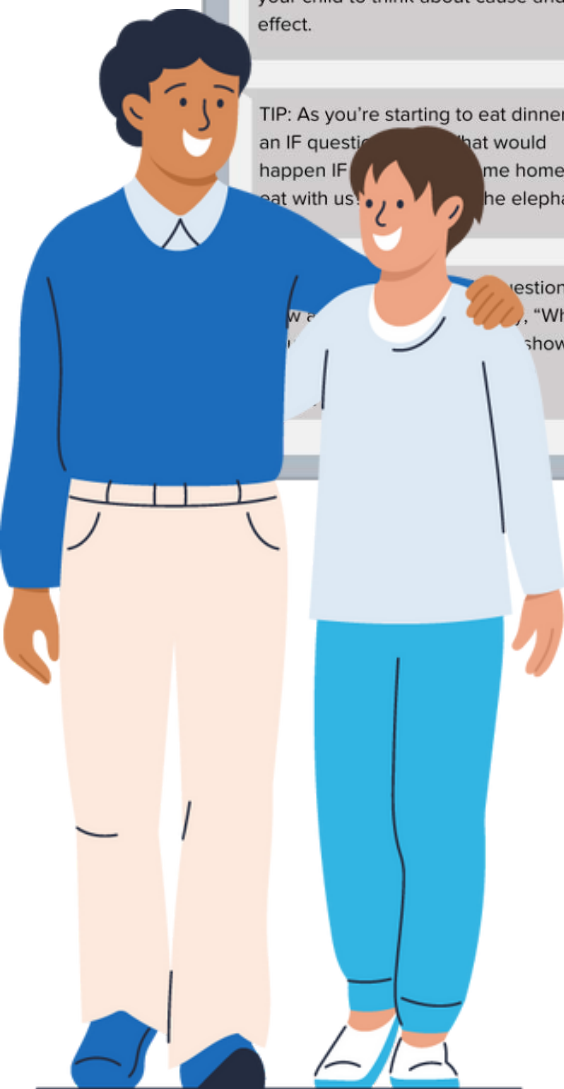
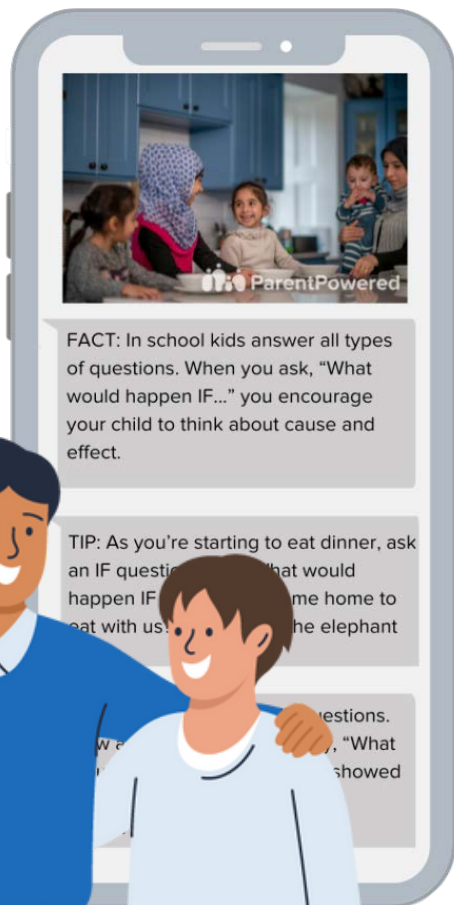




# BUILDING JOYFUL RELATIONSHIPS WITH SCHOOL FAMILIES



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# Five Elements of Great Family Engagement

# GREAT FAMILY ENGAGEMENT PROGRAMS ARE...



1

## Equitable & Accessible

Take an equity lens with everything you do, designing with ALL families in mind from the very beginning.

- Communicate clearly and simply, without educational jargon! Provide translation & interpretation when needed.
- Arrange for childcare & transportation for in-person events.
- Consider using technology, like text messaging, to meet families where they are.

## Doable

2

What's a simple way families can be involved with their child's learning and growth today?

- Consider reducing communications & requests for families so the highest impact initiatives get priority.
- Offer more than one option for how families can get involved so they can choose what works best for them.
- Suggest activities that don't take extra time or special supplies.





3

## Culturally Responsive

A caregiver's culture informs their beliefs about their child's education, so recognizing this culture is a critical step.

- Explain how families who speak languages other than English can still help their child develop skills for an English-centric learning environment.
- Learn from students about how to best reach their families and others in their community.

## Empowering

4

Remember that families want the best for their children & bring a wealth of knowledge to the home-school partnership.

- Treat families like the experts they are; ask for input.
- Highlight families' cultural diversity as an asset.
- Try a strengths-and-needs assessment rather than a needs assessment.



5

## Fun

The ultimate goal of family engagement is to support the child's learning, which is full of joyful moments!

- Don't let adult drama get in the way of what's best for children.
- Build positive relationships with positive interactions. Call home to compliment the child or ask for a recipe.



Support whole child development with age-appropriate, accessible content today.

Learn more and get signed up at [parentpowered.com](https://parentpowered.com)!



**How to Host a  
Can't-Miss  
Family  
Engagement  
Event**

# HOW TO HOST A CAN'T-MISS FAMILY ENGAGEMENT EVENT

## 1. START STRONG

Welcome families with energy! Open by telling them the what, why, and how of your event:

- WHAT are you going to cover
- WHY is it going to make their lives better
- HOW are you going to be engaging together?

## 2. HAVE A MAIN ATTRACTION

Create a main attraction to give this gathering the feeling of attending a true event.

Something they don't want to miss. Make sure to call it out as "the moment you've all been waiting for!" to give it the buildup it deserves.

Ideas include:

- Puppet show
- Musical event
- Special guest star
- Raffle
- Slideshow of student art
- Read-aloud of student stories (by you or students)
- Student poetry slam



## 3. BUILD IN INTERACTIVITY

Offer families opportunities to engage. This allows for supportive practice and modeling, which is invaluable

We suggest you:

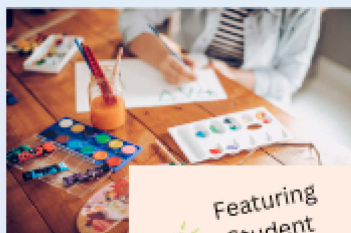
- Offer opportunities for small-group discussion
- Provide ways for parents to offer feedback privately, like a suggestion box.
- Let families know how their feedback will be used

## 4. MAKE IT ACCESSIBLE TO ALL FAMILIES

Offer interpretation and make sure to translate content. If you don't have the budget for an interpreter, ask a bilingual parent leader to help. Then thank them publicly at the event!



# MARKETING MUST-DOS

Focus on the WHY		Enlist Students	Highlight Your Headliner										
<p>Your event name should solve a parent problem. Think about the specific needs of your families and how the content you share solves their problem.</p> <table border="1"> <thead> <tr> <th>Parent Problem</th> <th>Your Event</th> </tr> </thead> <tbody> <tr> <td>"I don't know enough"</td> <td>Family Fun Night! All You Need to Know About School</td> </tr> <tr> <td>"School doesn't feel safe"</td> <td>We've Got This! Building Safe School Communities</td> </tr> <tr> <td>"My child seems unhappy."</td> <td>Have a Tear-Free Semester</td> </tr> <tr> <td>"Too much screentime!"</td> <td>Easy Screen-Free Learning Solutions</td> </tr> </tbody> </table>		Parent Problem	Your Event	"I don't know enough"	Family Fun Night! All You Need to Know About School	"School doesn't feel safe"	We've Got This! Building Safe School Communities	"My child seems unhappy."	Have a Tear-Free Semester	"Too much screentime!"	Easy Screen-Free Learning Solutions	<p>Whether they're young kids or growing teens, excited students are the best ambassadors to get the family to participate. Let students know how much fun they are going to have at your event!</p> <ul style="list-style-type: none"> <li>• Create a daily countdown for morning announcements with an embedded mnemonic phrase tied back to your event</li> <li>• Invite students to submit art for a display or special activity</li> <li>• Teach students a call-and-response they'll be showing families</li> <li>• Add a big ticket with the student's name to the flyers you share - or even mail it to them!</li> <li>• Have students create a flyer or ticket to give their families</li> </ul>	<p>You're spending lots of time creating a really compelling event.</p> <p>Don't wait until families are together to tell them about it! Make sure it's front-and-center in your invitations and promos. And make sure the students know, too.</p> <div data-bbox="1088 1113 1485 1764" style="border: 1px solid #ccc; padding: 10px; background-color: #e0f0ff;"> <h2 style="text-align: center;">Family Fun Night</h2> <p style="text-align: center;"><b>ALL YOU NEED TO KNOW</b></p>  <div style="border: 1px solid #ccc; padding: 5px; display: inline-block; background-color: #fff; margin-top: 5px;"> <p style="font-size: small;">Featuring Student Art Work!</p> </div> <p style="text-align: center; font-weight: bold;">March 3 at 6 pm</p> <p style="text-align: center; font-size: x-small;">Dinner and childcare included</p> </div>
Parent Problem	Your Event												
"I don't know enough"	Family Fun Night! All You Need to Know About School												
"School doesn't feel safe"	We've Got This! Building Safe School Communities												
"My child seems unhappy."	Have a Tear-Free Semester												
"Too much screentime!"	Easy Screen-Free Learning Solutions												

## BONUS TIP:

Offer a take-home resource, like our complimentary Story Starters, to keep the feeling of fun and connection going at home!





**Crafting  
Communications  
That Connect  
With Families**

# Crafting Communications That Connect with Families

Tips to communicate with families in a way that supports and engages them as partners in their children's education.



## 1 Break down complex topics into manageable activities.

Families are great partners in building children's academic and social-emotional skills, but they also have a lot on their plates. That's why clear, concise, and actionable communication is a must. Break it down by WHAT, WHY, and HOW.

**WHAT** do you want families to do or know?

**WHY** is it important?

**HOW** can they do it?

**HOW** can they keep this learning going?

Write a WHAT, WHY, and HOW that leverage families' relationships with their children and fit into daily routines.

Here's an example:

**FACT:** Describing the things you do builds language skills. These skills make it easier for kids to share their thoughts. Their reading skills get stronger, too!

**TIP:** Describe your actions during daily activities. As you do the dishes, talk about it. Try, "I'm pouring in the blue soap." Make sure you use lots of details.

**GROWTH:** Now it's your child's turn. As they play a game, ask "What are you doing?" Ask for details like, "How do you play?" and "Why do you like it?"

## 2 Write with equity, access, and empowerment in mind.

The words you choose often make the difference between a message that feels overwhelming and distancing, and one that feels inclusive and empowering.

Use the simplest, friendliest way to communicate a learning goal. If you can't explain a concept in a few basic words, it may require too much background knowledge for a parent or caregiver to successfully explore with their kid.

### Example:

### Standard:

Count up to ten objects using one-to-one correspondence (one object for each number word) with increasing accuracy.

**SIMPLIFY IT!** When children count objects 1 by 1, they learn that we count to find out “how many”.

## 3 Level your text to maximize accessibility.

The average reading level in the U.S. is 7th to 8th grade. You can use the **Flesch-Kincaid Grade Level Readability Formula** in Microsoft Word to calculate the grade level of what you write. ([See instructions.](#))

If the grade level is too high, here are some tricks to try to reduce it:

- Shorten your sentences. Use a period instead of a comma.
- Eliminate uncommon words or jargon.
- Choose words with fewer syllables.
- Include fewer descriptors and more action words.

## 4 Short is sweetest.

Research has shown that people typically only read the first one and a half lines of text in a paragraph. Even fewer read past the first paragraph. Keep your messages short and sweet so that families don't miss out on what you're sharing.

## 5 Formatting is your friend.

Use formatting to help families find the most important information in your message quickly and easily.

Use these simple strategies to focus attention on the most important words and phrases:

- Use bullet points and numbers
- Choose one pop-out color
- Use bold, but sparingly
- Stick with a single font

RAW TEXT	FORMATTED TEXT
<p>ParentPowered complements the work of teachers by helping families act on teachable moments.</p> <p>We accomplish this by requiring no teacher hours to develop curriculum or enroll families; giving families standards-aligned insights targeted to their child's age or grade and covering a whole-child curriculum that includes SEL, academic and physical development, and adult support content.</p> <p>Research shows this strategy can lead to 2+ months of growth over a school year.</p>	<p>ParentPowered complements the work of teachers by helping families act on teachable moments.</p> <p><b>How We Support Teachers</b></p> <ul style="list-style-type: none"><li>• <b>No teacher time is needed</b> to develop the curriculum or enroll families.</li><li>• <b>Standards-aligned insights and activities</b> targeted to a child's age or grade level.</li><li>• <b>Whole-child curriculum</b> that includes social-emotional learning, academic, physical development, and adult support content.</li></ul> <p>This research-based approach can lead to <b>2+ months of growth</b> over a school year.</p>

## 6 Create a crystal clear call-to-action.

If you have something you need families to do — whether it's to attend an event, fill out a survey, or return a form — make it very clear, unmissable, and easy to act on.

If families don't respond, evaluate. Ask yourself these questions: Did they receive the communication? Is there another way I can reach out, like with a phone call? Did it reach them in their home language? What are other potential reasons they were not able to act, i.e. work schedule, lack of child care, lack of transportation, etc.? Now, brainstorm a list of ways you can shift your events and asks of families to be more inclusive and doable.

## 7 Grab 'em from the get-go.

If you're sending an email, use your **subject line** to tell the reader why the message matters to them. If you have one message or request to share, put it in the subject line. If you're sharing several pieces of information, put your most important piece of news or request in the subject line.

## 8 Right-size the context.

Save your personal note for the closing remarks. It will let families know you're thinking of them but make sure they get the primary purpose of your message right up front.

### BONUS TIP! Lots to share? Make it a digest.

When you have a lot of news and resources to share, turn your email or letter into a digest. Start off with a skimmable content list, then use headers for each section and include a call-to-action in each section.

This will help readers see everything you have to share without first getting bogged down in the details. If you use Gmail, [make your digest a template](#) to save time creating future issues.

#### Sample

##### Today's Digest

1. Tips for Using Your Child's Chromebook
2. Family Read-a-Thon
3. Answers to Question About End-of-Year Tests
4. Free Breakfast Program

##### 1. Tips for Using Your Child's Chromebook

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Visit [cta.org](http://cta.org) for more information.



**Bonus Tip:**  
Let us do the  
work for you and  
your teachers.

# Boost Learning and Build Strong Home-School Partnerships

For Families with Children Birth–12th Grade.



ParentPowered's evidence-based family engagement programs deliver actionable insights and research-based activities and extensions directly to families each week to spark everyday at-home learning moments.



## SIGN UP TO:

### 1 Increase learning

- Our approach to family engagement has been shown to increase learning by 2+ months in one school year
- Weekly text messages are delivered to enrolled families in their preferred language
- Tips, information, and strategies that support healthy child development and learning
- Learning activities that fit easily into everyday moments, like folding the laundry



### 2 Empower your team to amplify their family engagement efforts

- Enroll families with one click
- Year-round support delivered directly to families by text message
- Connect with the hardest to reach families



### 3 Get data to monitor your impact

- Quarterly family engagement surveys
- End-of-year impact report
- Advanced data and analytics tools



## Getting started is as simple as 1,2,3!

1. Email [info@parentpowered.com](mailto:info@parentpowered.com)
2. Enroll families with one click
3. Let ParentPowered do the rest!



Learn more and schedule a consultation at [parentpowered.com](http://parentpowered.com).

 **ParentPowered**  
Formerly Ready4K

[info@parentpowered.com](mailto:info@parentpowered.com)

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