

# PARENT ENGAGEMENT

## Key Takeaways

- How to plan and host a school choice event
- Understanding your own personal and professional network
- Getting the most out of your engagements

## Hosting A School Choice Event

Hosting your own school choice events is a great way to engage more parents and grow your network. The type of event may vary greatly depending on what you hope to accomplish and whether or not you already have an established network. Some ideas for events include:

### Parent Informational Meeting

**where:** Coffee shop, someone's home

**why:** Share information/ answer questions

### Legislator Meet-and-Greet

**where:** Location near Statehouse

**why:** Opportunity for school choice parents and key lawmakers to meet and interact

### School Choice Fair

**where:** Large public space such as a church

**why:** Invite parents to learn more about all the options in their community

### Happy Hour Events

**where:** Bar or social gathering place

**why:** Opportunity for parents and other advocates to network

### Phone Banking

**where:** Conference room in a library, your office, someone's home

**why:** Organize parents to call key lawmakers to share their support for school choice

### Statehouse Visits

**where:** Statehouse

**why:** Organize parents to visit the statehouse and arrange for them to meet their local lawmakers to share support for school choice

### Rally

**where:** Any public location

**why:** Gather large group of parents and other supporters, share school choice successes, get media coverage

### Informational Web-Ex

**where:** Online

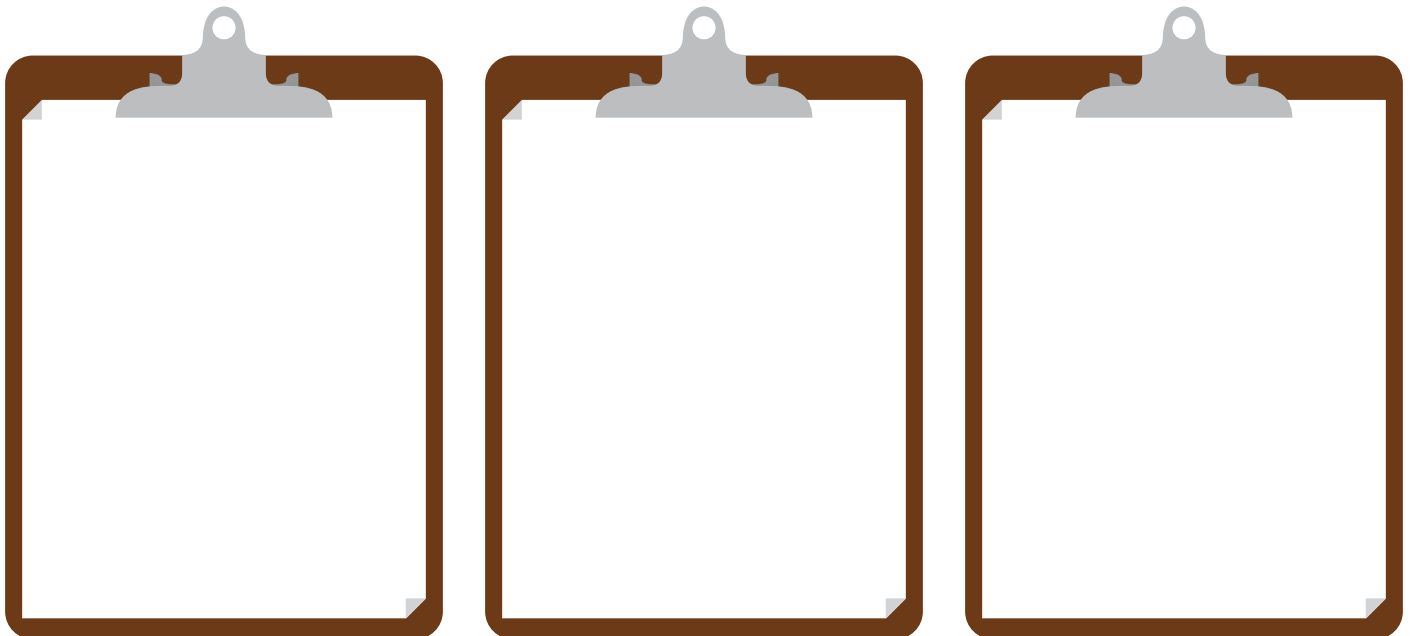
**why:** Opportunity to share information with people who may not be close geographically (ex: share information on a new bill with interested parents throughout the state)

## Questions to Ask as you Plan your Event

- What is the purpose of your event?
- Is there a budget for the event? (Even a small budget can help cover costs for things such as handouts and refreshments.)
- Who will be invited?
- Will there be an opportunity for earned media or social media?
- Decide ahead of time if you will be inviting media or sending them a press release about your event. Also designate one person to document the event for social media posting- either live or after the fact.
- How will you send invites and collect RSVPs? (Online platforms like SurveyMonkey make it easy to collect information from emailed invitations.)
- What will be the agenda for the event?
- Where will the event take place? (Consider free venues like public libraries or coffee shops. Free and easily accessible parking are also important.)
- How will you follow up with attendees?

## Take Action

Please use this space to outline 2-3 different events in your community.

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