Keeping families engaged over the summer break

- **Connect**
  - Social Media
    - Facebook, Instagram, Twitter
    - Class Dojo, Learning Genie
      - Use interactive tools such as polls and open ended posts to encourage parents to respond. *Facebook posts can be scheduled in advance to post automatically*
        - Polls – ask parents which fundraiser or event was their favorite
        - Ask for suggestions – people want their voices to be heard – asking questions shows that you want to listen
  - Monthly Newsletter – email to PTA members directly and share on social media platforms. * BCC members to maintain privacy and avoid reply all messages*
    - School news – include important dates and reminders
    - Community happenings – create a list/calendar of local events
    - Parent’s Corner – provide links to articles and websites that offer parenting tips or learning apps for kids.
    - Meet the faculty – welcome input from the teachers, principal and staff. Invite them to write a blurb or share some advice on preventing the “summer slide” or easing back in to the school year routine.
  - Utilize Member Hub
    - Messages can be scheduled in advance
    - Post the school calendar – include important dates from the school district as well as PTA events, such as, family fun nights and fundraisers
    - Setup the online store – a Spiritwear summer sale; great way to sell off inventory and get students back into the school spirit.

- **Interact**
  - Fundraisers
    - Small scale restaurant night
      - Ice cream parlor
      - Water ice
      - Pizza take out
    - Partner with local summer camps
      - Sports
      - Art
      - Music
  - Events – potential to earn, but geared to bring families together
    - Picnic in the park/playground
    - Family fun center/bowling – earn percentage of sales
    - Outdoor movie night – sell concessions
    - Farm – pick your own fruit/vegetables – earn percentage of sales
    - Host a flea market – charge for space/table