

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