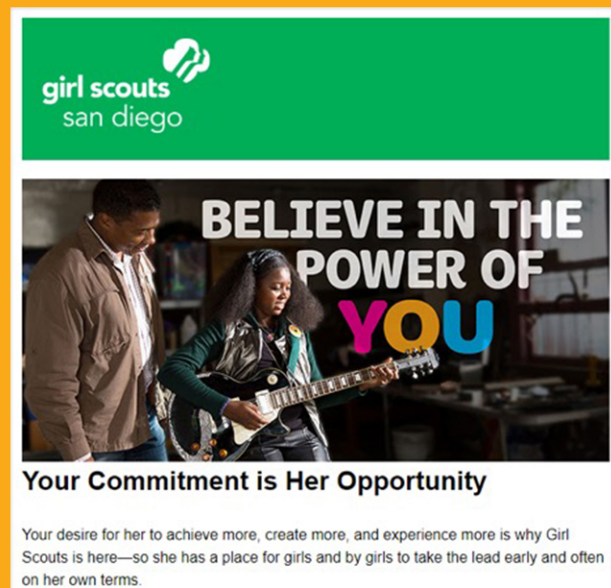


Parents these days are a busy bunch. They're bombarded with information, never have enough hours in the day, but always trying to do their best for their kids. Make their lives easier and you win the jackpot. Here are five examples of ways to increase parent engagement and make sure your messaging is heard:

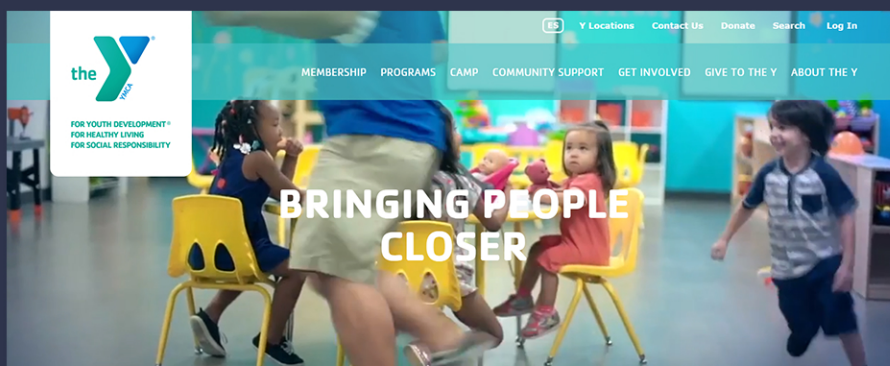
Personalize your emails

The Girl Scouts are pros when it comes to messaging to parents. Their emails are colorful, well-designed, informative, and each one has a specific purpose designed for a particular audience segment. There's an email for parents, one for volunteers, even ones for the girls who are old enough to have email addresses. Keep your message short and sweet – and have fun!



Communicate clearly

The YMCA is another organization that does email right. One of their strengths is their automation of certain email responses. When parents register their kids for YMCA classes, they automatically receive an emailed receipt with details of who was registered and for what (especially helpful for a parent registering multiple kids for various activities!). Clear, frequent communication helps build trust. It's also important to give people an easy way to opt out of messages when they no longer need or want them.



Partner with local schools and organizations

If you have limited resources, working closely with schools and other local groups is a great way to get your name out there. Partner with schools to conduct on-site programs and align yourself with like-minded organizations that have a similar mission and values. Digital flyers are also a great way to communicate with parents directly through their child's school about the programs that are available for their child.



Tailor your content

If your group is part of a larger organization it can be tempting to rely on marketing provided by your parent organization. However, local content specific to your community is what keeps people coming back. 4-H has an excellent national website, but also provides access to websites with information on every local 4-H group. Parents want to know how your organization supports the local community. Tailoring content to the local community, even if you're a branch of a larger organization, is vital for engaging families.

