Successful Recruitment Strategies

- Word of mouth
- Community events
- Agency referrals
- Building relationships with families
- Back to School Night
- Kindergarten Registration
- Pediatric clinics
- Internal referrals (from other divisions of the organization)
- Building relationships with agency staff
- Personal invitations to families
- Flyers
- Email blasts
- Pre-K Open House
- Facebook and Social Media
- Being a member of collaborative groups
- Incentives
- Door-to-door information drops
- Providing meals
- Providing child care
- Following up with families who have expressed interest but not enrolled
- Using branded items / visuals
- Libraries
- Referral Incentives
- Hold group events
- News releases
- Partner with the WIC Office
- Newsletter
Successful Retention Strategies

- Calling/Texting families between sessions
- Being flexible with scheduling to accommodate family schedules
- “Meet families where they are” – modify materials and lessons to meet family needs
- Share personal stories
- Involve extended family members whenever possible
- Respect cultural traditions
- Encourage families to practice the skills
- Incentives
- Group activities, family events, and field trips
- Promote family leadership
- Send birthday cards
- Vary the engagement strategies – some one-on-one, some large group, some small group etc.
- Provide consistent contact with families
- Provide informal opportunities for parents to socialize and build relationships
- Be responsive and prompt with email and phone calls
- Clearly listing the benefits of the program
- Providing meals
- Providing child care
- Having consistent, long-term staff who are capable of building relationships
- Building relationships with families
- Setting realistic expectations and getting a commitment
- Listening
- Focus on goals and celebrate progress
- Gather input from families – and use it!
- Connect families to needed resources