

1. Start STRONG

You have 3 minutes to hook your audience, so make those minutes count!

First, welcome them with energy and by name! Then open by telling them the **WHAT**, **WHY**, and **HOW** of your family engagement event

- **WHAT** are you going to cover during the workshop?
- **WHY** is it going to make their lives better?
- **HOW** are you going to be engaging together?

Finally, run a quick icebreaker that reinforces the kind of engagement they're going to do during the event. For example:

- Will they be **listening**? Tell a story or sing a song that ties into the content you're going to cover
- Will they be **responding**? Invite families to answer a fun question in the chat box, like "if you could ride an animal around the world, what would it be?"
- Will they be **doing activities**? Ask participants to do a physical activity, like showing a feeling face and having their child guess it.

Remember to let families know you will NOT put them on the spot. They do not need to turn on their cameras if they don't want to. The goal is for everyone to feel comfortable.

2. Build in Interactivity

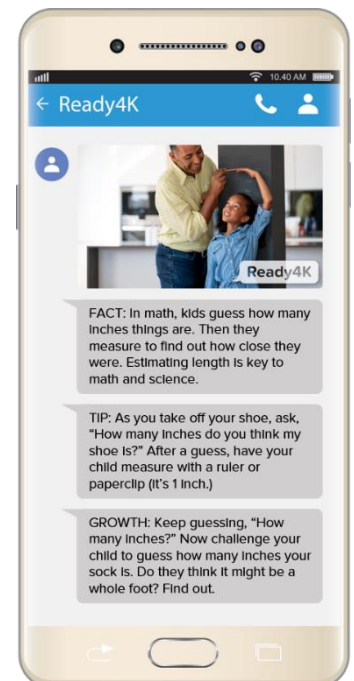
Interactivity helps families feel engaged in the topic. It allows for supportive practice and modeling, which is invaluable.

We suggest you:

- a. Use the people, places, and things common to every home. Objects like spoons, towels, bags, and shoes can be used to create lots of teachable moments!
- b. Talk to both the grown-ups and the kids. Let grownups know what kids are learning with each activity.
- c. Model each activity as you go
- d. Invite sharing (but never require it).

Ideas include:

- Show 5 ways to use a single everyday object for learning (spoon, bag, box). Request creative ideas for new ways to use that object for learning and fun.



- Create a learning tool together using an everyday object. Make it a tool that families can use again and again. Like turning a box into a “calm down cube.” Invite families to share what they made.
- Show families how to use a manipulative, storybook, or other object you sent home. Have them do the activity and snap a pic that you can use to create a collage after the event.

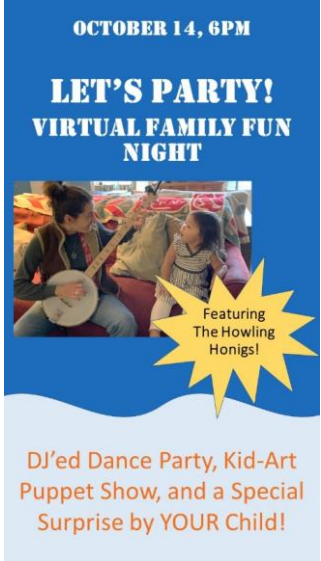
3. Have a Main Attraction

Create a main attraction to give this workshop the feeling of attending a true Event. Something that they won’t want to miss. Make sure to call it out as “the moment you’ve all been waiting for!” to give it the buildup it deserves.

Ideas include:

- Puppet show
- Musical event
- Special Guest Star
- Slideshow of student art
- Read-aloud of student stories (by you or the students)
- Student poetry slam
- 2-song community dance-along
- Group game, like 20 questions
- Demonstration of your special skill
- Raffle

Marketing Must-Dos

Focus on the WHY		Enlist the Kids	Highlight Your Headliner
Your event name should solve a parent problem. Think about the specific needs your families have and how the content you will share solves their problem.		Excited kids are your best ambassadors to get the family to participate. Let them know how much fun they are going to have at your workshop!	You’re spending lots of time creating a really compelling event. Don’t wait until families are together to tell them about it! Put it front-and-center in your promos. And make sure the kids know, too.
Parent Problem	Your Workshop	<ul style="list-style-type: none"> • Create a daily countdown with an embedded mnemonic phrase tied back to your event • Invite them to submit art for a display or special activity • Teach them a call-and-response that they’ll be showing their grown-ups • Add a big ticket made out to the kids to the materials bag you share or even mail it to them! • Have the kids create a flyer or ticket to give their grown-ups 	
“I don’t know enough”	We’ve Got This! Simple Steps to a Successful School Year		
“Everything feels chaotic”	Have a Tear-Free School Year		
“I feel really alone”	Let’s Party! Night of Fun Family Activities		
“Too much screentime!”	Easy Screen-Free Learning Solutions		