

PROMOTING YOUR P&C



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HOW TO ATTRACT AND RETAIN MEMBERS AND VOLUNTEERS.

“WHY JOIN THE P&C?”

Parents and community members choose to (or not to) be involved in P&C Associations for many reasons. Consider these when planning your recruitment campaign.

POSITIVES:

- rewarding involvement
- assists to keep up with their child/children
- opportunity for personal development
- sharing in the school community
- keeping abreast with educational changes
- feeling you have made a difference
- can provide positive self esteem
- enhances self-respect
- good environment to meet people
- want an opportunity to influence
- get to know teachers / principal
- opportunity to share expertise
- part of a large decision making group
- helps link school & community
- networking can develop opportunities

NEGATIVES:

- don't understand the jargon
- can't get baby-sitters
- too far to travel
- English not first language
- lack of knowledge of P&C role
- afraid they have nothing to contribute
- views current membership as 'clique'
- indifferent attitude from past members
- can't see how it affects their child
- too much time and work involved
- impression that not an effective group
- can foresee confrontation or conflict
- indifferent attitude to community activity
- not available as works away is shift worker

ATTRACTING MEMBERS

INFORMATION BOOTH: Run by P&C members at parent nights, fetes, shopping centres, etc. Let people know what your P&C is doing.

PICK UP THE PHONE: Divide list of potential people between members of the P&C and make contact.

WORD OF MOUTH: Discuss what's happening at your P&C informally - anytime, anywhere. Bring a friend to your next meeting.

DOOR TO DOOR: Personally meet and welcome potential members.

LOVE LETTERS: Send out flyers / invitations - recruitment style.

ALL ABOARD: Ask your principal, teachers and administration staff to encourage parents to join the P&C.

SURVEY: Conduct a parent survey to find out views of the P&C - what the P&C could provide, why they don't attend, how they think they could make a difference and convenient meeting times.

MEDIA CONTACTS: Use your local newspaper. Share your P&C's 'Good News Stories' (WACSSO can provide media information).

POSTERS: Use good graphics, make them large colourful and informative.

RETAINING MEMBERS

RECORDS: Keep a record of each of your members i.e. availability, contact details, child's class, skills, jobs preferred, jobs done.

HOSPITALITY: Make new members feel welcome and valued. Appoint an experienced hand to support them at their first meeting. Make sure you use members' correct names.

DELEGATE: Involve as many members as possible - don't overload a few. Provide clear instructions or training for new members. Be honest about the amount of work involved. Have a handover period for new office bearers— consider mentoring new members.

ACKNOWLEDGE MEMBER CONTRIBUTIONS: Give thank you cards and certificates of appreciation. Use the school or P&C newsletter to acknowledge your volunteers.

ENCOURAGE SOCIAL ACTIVITIES: Supper or wine & cheese after meetings (see Principal for alcohol conditions), BBQ after busy bee etc.

EFFECTIVE MEETINGS: Adhere to agenda, state start and finish times. Involve all members. Make effective decisions and

