

# Suggestions for Activities and Community Involvement

The following suggestions are designed to assist your organization in promoting and gaining visibility for National Parent Leadership Month in your community. This is your opportunity to work closely with Parent Leaders to educate neighbors, colleagues, the media and public officials about National Parent Leadership Month.

## Raise Public Awareness

- ✱ Publicize National Parent Leadership Month and related activities on your organization's Web site and in newsletters and other publications.
- ✱ Disseminate information about National Parent Leadership Month in your community through newsletters, bulletin boards, web sites and targeted outreach to early childhood programs, schools, parent/teacher organizations, advocacy groups, community centers, special interest groups and businesses. Be sure to highlight successful Parent Leadership stories when possible.
- ✱ Promote awareness of opportunities where Parent Leaders can participate in meaningful Parent Leadership activities in your community such as serving on Child Abuse Prevention Councils, PTAs or boards of directors, working with the media or speaking publicly about issues related to children and families.
- ✱ Highlight the benefits for organizations, systems and communities to partner with parents such as (1) creating more visibility and referrals; (2) advocating for specific needs or services; and (3) participating in new or expanded collaborations among community partners to maximize effective use of resources.
- ✱ Make use of the *Parent Leadership Network*, a unique online community for parents and other interested parties such as staff, community members, professionals, and policymakers from across the country to talk about Parent Leadership development, opportunities and National Parent Leadership Month activities. Membership is free. To join, complete an online registration form at [www.parentleadershipnetwork.org](http://www.parentleadershipnetwork.org).

## Write, Visit, Fax, Phone or E-mail your Elected Officials

- ✱ Contact your Governor and other key officials to request that they proclaim February as National Parent Leadership Month and provide a written proclamation/resolution. *(Please refer to the Sample Letter and Sample Proclamation in this Tool Kit.)*
- ✱ Invite your U.S. Congressional members and state and local officials to participate in National Parent Leadership Month activities in your community and/or state.

## Honor Parent Leaders in your National Parent Leadership Month Activities

- ✱ Plan Parent Leadership Recognition Events in your organization and at any public events or conferences that your organization sponsors.
- ✱ Talk to other organizations or businesses locally and in your state about jointly honoring specific Parent Leaders at key events and conferences.
- ✱ Co-sponsor an event, such as a coffee gathering, breakfast, picnic, or auction to honor parents. Invite families, community agency representatives, business owners and public officials to this event.
- ✱ Recognize employers who have supported the concept of Parent Leadership by giving Parent Leaders time off from work to engage in Parent Leadership activities.
- ✱ Recognize organizations that have created successful Parent Leadership roles and are actively engaging in partnerships with parents.

## Enlist Local Newspapers, Television and Radio Stations

- ✱ Hold a press conference to announce National Parent Leadership Month in your community or state to promote the importance of Parent Leadership.
- ✱ Meet with reporters and the editorial board of your newspaper and urge them to write positive stories about Parent Leaders and highlight the activities built around National Parent Leadership Month. Educate them about the importance of Parent Leadership as a vital child abuse prevention strategy.
- ✱ Request interviews on local television and radio news and talk programs. ***(Please refer to Tips for Television Appearances by Parent Leaders and Staff and Sample Pitch Letters in this Tool Kit.)***
- ✱ Encourage radio stations to run public service announcements. ***(Please refer to the Sample Public Services Announcements and Solicitation Letter in this Tool Kit.)***
- ✱ Encourage your local newspapers to run press releases and human interest stories. ***(Please refer to the Sample Press Release in this Tool Kit.)***