

How to Engage Parents and Carers

Parent engagement is an ongoing journey, with families joining and interacting at different stages along the way. Follow our top tips for welcoming and engaging parents and carers to your club.



Engage early at registration and come and try days

Make time for a quick chat to get to know parents and carers. Find out if they have any hobbies, interests or skillsets that could be put to good use at the club!

Welcome them to the club

Make parents and carers feel part of Nippers. Bring them together online or face-to-face to show them what Nippers do to get them excited about being a part of it.

Ask for specific skills and roles you need

Let parents and carers know exactly what you need, what's involved and what (if any) skills are needed and how they can gain these skills. They're more likely to get involved if they know they're needed and what's expected.

Directly ask if they want to get involved

Don't forget to actually ask! The main reason volunteers get involved is because someone directly asked them to help out! Be flexible and move slowly – avoid scaring them off with too much commitment up front!

Make them feel valued and part of the team

Consider how you foster a sense of belonging for engaged parents and carers. Can you send a thank you email, or provide them with a club hat or shirt? Small things can go a long way to making people feel included.

Keep the engagement going

Belonging happens over time, and it's never too late to get a parent or carer involved. Consider what events your club has on offer to build relationships with parents and carers throughout the season to promote volunteering and celebrate those already involved.



Resource:

Welcome letter or e-mail template



Resource:

How To Get Involved Flyer



Resource:

Thank you email template