

# Top 10 Family Recruitment Practices



## Personal Invitations from trusted staff or families

A direct, personal ask—especially from someone the family knows—is more powerful than a general flyer.



## Targeted outreach based on data or needs

Use data (chronic absenteeism, grades, transitions, etc.) to identify families who might benefit most—tailor messaging to those needs.



## Multilingual, multimodal communication

Families are more likely to respond when they can access information in their language and through preferred methods.



## Build trust before you ask

Hosting informal “get to know you” events, home visits, or community walks before asking families to join FLA builds rapport and lowers barriers.



## Focus on purpose and impact, not just attendance

Explain how FLA connects to student success, family voice, and school decisions—this inspires long-term commitment.



## Peer recruitment: families recruiting families

Families trust each other. When current or former FLA members share why they joined, others are more likely to listen and act.



## Host info sessions with food, childcare, and flexibility

Address logistical barriers with real solutions. Offer sessions at various times (morning, evening, virtual) and provide what families need to attend.



## Showcase cultural relevance and representation

Highlight how FLA values diverse voices, includes different cultural perspectives, and celebrates community strengths.



## Offer short-term “on-ramp” opportunities

Some families may be hesitant to commit to a full year. Start with one-time events or focus groups to spark interest and show what FLA is about.



## Celebrate and share success stories

Highlight wins—small and big. Show how families have helped shape school decisions, built relationships, or supported student growth.

**“When families are co-creators, engagement moves from participation to partnership, and schools become communities of shared success.”**