

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.”