

FAMILY RECRUITMENT TALKING POINTS

This document is designed for school counselors, principals, and existing Family Leadership Team (FLT) participants to help recruit parents and families for participation in family events and/or Family Leadership Teams. Use these talking points as a starting point and modify as you see fit.

Opening

“We want families to be partners, not just participants. FLT gives you a real voice in shaping our school’s future.”

Why We Need Families

- Families know their children—and our community—better than anyone.
- Research shows family leadership improves student outcomes and strengthens school culture.
- Schools become more welcoming and equitable when parents and families help lead the work.

What FLT Is

“FLT is a small team of families who guide our school’s family engagement efforts. It’s not just a volunteer list, it’s a leadership group.”

What FLT Members Do

- Help plan events such as Family Nights, orientation sessions, FAFSA/Oklahoma’s Promise sessions, and back-to-school events
- Provide feedback on communication, scheduling, and school climate
- Reach out to other families
- Share concerns and ideas directly with school leaders
- Partner with teachers and administrators on projects

What FLT Is Not

- A fundraising club
- A time-consuming committee
- Only for parents and families with leadership experience

Who We’re Actively Looking For

- Parents and families with different backgrounds and experiences
- Parents and families who are trusted in their neighborhoods or social circles
- Parents and families who want to learn leadership skills

- Parents and families of 9th–10th graders who want to help shape college and career readiness

How to Encourage a “Yes”

- Personally invite parents and family members (the #1 recruitment strategy)
- Tell them specifically why you thought of them (e.g. “You ask great questions,” “Your voice is important,” “Other families look up to you,” etc.)
- Make roles clear and doable
- Offer options: planning, communication, outreach, hospitality, or “just show up and contribute”

Closing Talking Point

“We want YOU at the table with us. Our students succeed when families and schools work as partners.”