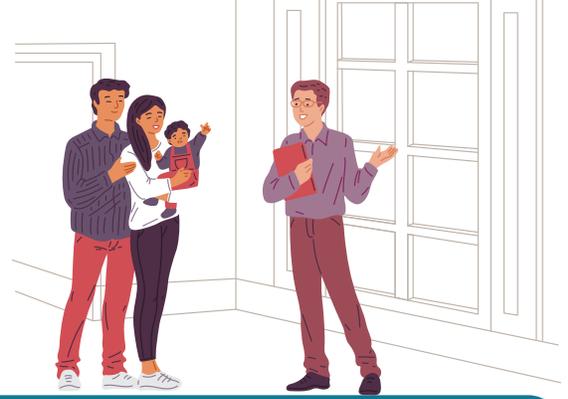


Family Engagement Tips for Organizations

Build meaningful connections with families to support children's growth, learning, and well-being.



Communicate Clearly and Transparently



- Use multiple channels (email, text, phone, social media) to reach families where they are.
- Keep messages simple, culturally appropriate, and in the families' preferred language.
- Explain how family input (surveys, focus groups, feedback) will be used and share updates on outcomes.

Build Trusting Relationships

- Listen actively to families' needs, preferences, and concerns.
- Show respect for diverse cultures, traditions, and family structures.
- Follow through on commitments—trust is built by consistency.
- Bring families together who have similar experiences, people who “get their life.”



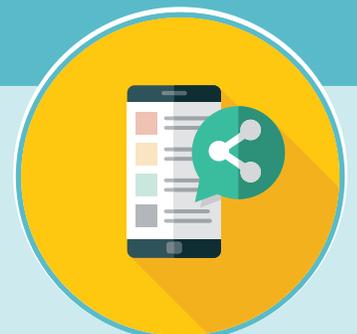
Invite Families to Participate and Value Their Time



- Offer **compensation or incentives** when families contribute their expertise, time, or participate in events.
- Schedule meetings, focus groups, and events in **evenings or weekends** when families are more likely available.
- Provide multiple ways to engage: volunteering, attending events, surveys, or advisory boards.

Provide Resources and Support

- Offer guidance on child development, health, and learning activities.
- Share local resources (mental health, food programs, early childhood support).
- Consider both child-focused and parent-focused opportunities, such as parenting workshops or support groups.





Create Welcoming Environments

- Ensure your space (physical or virtual) is friendly, inclusive, and safe.
- Display diverse images and materials that reflect the families you serve.
- Make interactions positive and supportive—small gestures matter.

Encourage Two-Way Communication

- Ask for feedback regularly and act on it.
- Recognize families' expertise—they know their children best.
- Keep families updated on how their input is being used and the outcomes of their contributions.
- Connect with families after a service or event to reflect on and debrief their experience.



Celebrate Families

- Highlight family successes and contributions in newsletters, social media, or events.
- Organize family-focused events that are fun, inclusive, and educational.
- Show appreciation through thank-you notes, certificates, or shout-outs.

Quick Tips at a Glance

- Be consistent, clear, and transparent in communication.
- Listen and respect family voices.
- Compensate families for their time and expertise.
- Schedule events and meetings at times convenient for families.
- Offer flexible engagement opportunities.
- Share helpful resources and outcomes of family input.
- Celebrate families often.

