



Hosting Out-of-School Time Family Nights

A Guide To Before, During, and After



Out-of-School Time Family Nights are a wonderful opportunity to build relationships with your families and get them engaged in the activities happening in your program. It also can foster greater communication, as parents can learn more about their child's specific involvement, provide feedback or serve to increase the level of parental involvement in your program. Family Nights aimed at potential families are a fun, inviting way to reach out.

Before: Planning Your Night

Families receive multiple promotions and flyers prior to the event in various formats such as flyers, e-mails, call-outs, social media promotion and more

Parking and transportation are taken into consideration. Adequate parking is provided and navigatable. If necessary and available, transportation is provided

Events are held at a time that is convenient for working families, typically in the evening or weekend

Consider culture, language and background of families



During Your Night



Staff greet families as they arrive to the event

Gather attendance for data and follow up

Signage and maps direct families

If possible, provide childcare for younger siblings

Make it a fun, interactive and lively night

Food is always a great incentive. Make sure to follow food policies and consider allergies or dietary restrictions

Provide relative take home info such as parent handbooks, resources, performance programs

Present contact info such as e-mail sign ups or where to find your program on social media so parents know how to stay in contact

After: Following Up

After your event, promote the success of the night through communications such as newsletters, blogs and social media to build momentum for your program or next event

Debrief following your event identifying successes and room for improvement



www.v-post.org