



Tips for attracting new Parents and Citizens' Association (P&C) members

Attracting new members from the school community supports the sustainability of P&Cs.

The following ideas have been used by P&Cs and other community organisations to attract new members.

It's important to learn about and get to know your school community and the local context when thinking about P&C meetings, events, promotion and communication.

The best representation of a community is achieved when it includes and captures the diverse and different perspectives of the entire community. This can only be achieved through promoting respectful relationships, valuing people, and supporting others to contribute their perspectives.

Promotional activities

Work with the school to identify available communication channels, including:

- school website/newsletters
- social media
- community notice boards
- flyers/posters
- information packs for new families.

Consider whether P&C-specific communications would be useful to complement school communications, such as:

- a P&C promotional video or update
- a specific P&C social media page
- a P&C newsletter once a term or semester.

Have a P&C presence at school events

Share materials and information about participating in the P&C at school events (e.g. open days, information sessions, sports days, concerts, assemblies).

Encourage P&C members to mingle at school events and informal gatherings (e.g. school pick-up).

Host a P&C recruitment event

Host a welcome event for parents/carers at the start of the school year and invite attendees to stay on for the P&C meeting.

Try a variety of communication modes

Consider whether the following would be relevant to your school community:

- prepare and distribute a **co-signed letter** from the P&C President and the Principal identifying P&Cs goals and achievements. Consider personalising the letters by putting them in envelopes, for example, "Parent/Carer – Year 4B¹"
- a **P&C information sheet** or simple infographic about how to get involved, key contacts and upcoming events
- a **QR code** – to link to the P&C membership form and meeting details
- promoting **P&C contributions** to the school – for example put 'donated by the P&C' stickers on library books, and add metal plates to trophies/

¹ Privacy requirements must be followed when personalising correspondence.

- playground equipment donated by the P&C
- **P&C polo shirts** or caps (e.g., “Ask me about our P&C”) so that P&C representatives are visible and approachable in the school community
- consider face-to-face, online or hybrid meetings with some meeting in-person and some online (see [Tips for online meetings](#)).

Establish a parent network

Consider establishing a parent network with a key P&C contact for each year level or class. Teachers may be able to help identify parents who might be interested in this role

Ensure materials and communications:

- use clear, simple **inclusive language**
- are formatted to **identify key information** (e.g. use headings, bold or italics)
- **consider whether communications should be translated** to meet school community needs.

Effective meetings and events

Encourage participation

Maximise attendance and diversity of who can attend by considering:

- when meetings are held – day of the week, and time of day
- using name tags.

Conduct a survey to find out what matters to parents and to help identify P&C goals.

Physical location

Consider where meetings are held, including:

- on/off school grounds
- inside/outside.

Provide a map or greet members at a central point to assist them to the location.

Tasks and projects

Parents/carers may participate if they:

- can use a particular skillset or have a particular interest in the task
- have flexibility in the time/s they can volunteer

- can enjoy a social element (e.g. completing a project with a friend)
- join for an allocated time or specific event, rather than an ongoing commitment.

Consider offering a supervised activity for children while parents attend meetings (e.g. a movie and popcorn).

Plan content and structure

Start meetings with an **Acknowledgement of Traditional Owners and Elders**.

Consider offering time to chat with other members (e.g. by providing tea/coffee or snacks before meetings).

Consider updates or **guest speakers** by inviting school staff to talk about a topic of interest (e.g. mental health, screen time), or inviting student leaders/council representatives to outline student priorities for the year.

Have communication protocols

Send **reminders** via multiple channels the day before the meeting (e.g. email, social media).

Send through the topics for discussion and meeting structure ahead of the meeting.

Think about how everyone can access the information shared (e.g. interpreters, subtitles for those joining online).

Use **inclusive language**.

More information

More information about P&Cs is available at <https://www.pandcsqld.com.au/>.

For more ideas, read the Department of Education's Parent and Community Engagement Framework available at <https://education.qld.gov.au/parents-and-carers/community-engagement>



Need help in your language?

Call 1800 512 451 and ask for an interpreter.