

HOW TO ATTRACT HUNDREDS OF PARENTS TO THE EVENING SESSION?

STEP 1. Get the flyer that we provide you entitled, “CHICKEN SOUP FOR THE SOUL AUTHOR...LIVE”, sent to every parent in your district.

STEP 2. Have Bill speak to the largest number of students possible during his two assemblies. They are the best advertisers of the evening session. Many junior high and high school students actually call their parents from school telling them, “You’ve got to go hear this guy tonight.” Elementary students repeat Bill’s stories word for word when they get home from school.

This Flyer Works!!!!

- Parents must see the flyer at least two times!
- **Include it in all mailings sent home from school for 2-3 months prior to the date.**
- Give it to area businesses, service clubs, grocery stores put one in each bag, and churches.
- **Give extra credit for student groups to distribute in area business windows.**
- Have elementary students take one home the day of the event.
- **Some Parent groups have had great success calling parents the night before the event.**

10 CREATIVE WAYS TO ATTRACT HUNDREDS OF PARENTS

1. Give students extra credit, one free tardy pass, a chance to win a donated CD player if they get their parent to attend and two chances if they attend with them.
2. Have a pizza party for the class that has the most parents represented.
3. Get area Grocery stores to donate \$50.00 worth of free groceries. Have a drawing that night. Positive advertising like this would cost the store hundreds of dollars.
4. Encourage area businesses to help financially. Each business involved will encourage their employees to attend.
5. Have Service Clubs help financially as well as head up the advertising campaign by making phone calls, getting media coverage, talk it up at their businesses.
6. Free Spaghetti Dinner before the meeting. People come out for food.
7. Offer free Baby sitting during the session. High school students could get extra credit or donate their time toward a community service credit.
8. Have Teachers and Administrators, with name badges on, there to welcome parents as they arrive. Remember that many parents are uncomfortable coming back to the school. Every positive experience today will lead to more involvement tomorrow.
9. Have coffee, juice and home made cookies for people to enjoy just after Bill’s talk.
10. Have an area school bring Bill in the day before or the day after. When two schools work together they not only save on expenses but they insure larger crowds during each evening session because of the additional coverage.