

1. Say 'Food and Drinks' or 'Refreshments' Will Be Served

It works! Schools have used carbs - pizza, bagels, pastries - to get parents to successfully come out.

2. Don't start too late!

The sooner we can get parents at school, the better. I've done workshops/had request to do it right after the school day ends.

3. Say 'Childcare Will Be Provided'

Getting parent volunteers, or trusted teenagers in the community to watch the little ones is a potential big boost in attendance. And it won't cost you a dime if you offer teenagers community service hours or extra credit.

4. Schedule during PTA/PTO meeting

This maybe a little sneaky, but if you have an active PTA, make the presentation part of the agenda, parent will be 'forced' to attend.

5. Offer reward for attendees' children

Part of the problem is getting the message home. So, have kids do the work for you. Extra credit, or a homework pass, or a pass to dress down/not wear a school uniform for a day, it will definitely get the kids to remember to tell their parents to attend.