

## Promoting Parents Plus Programmes CHECKLIST

Action	Relevant	Done
<p><b>People who use your services</b></p> <p>Have a clear point of contact for parent queries</p> <p>Invite previous Parents Plus graduates to promote future courses (by writing an endorsement for fliers, speaking at an information evening)</p> <p>Hold an Information meeting to share the course ideas and explain what is involved.</p> <p>Use ten minutes of another client meeting (e.g. 10 min morning meeting in school) to show introduction video/slideshow about Parents Plus programmes.</p> <p>Send reminder texts with course details, sign up deadlines etc, (attach image of poster)</p>		
<p><b>Agency and venue</b></p> <p>Display information on noticeboards/doors of your agency. Place information on a sandwich board or easel outside the building.</p> <p>Have fliers available at reception</p> <p>Include information in your agency newsletters and mailshots</p> <p>Make sure all your agency colleagues (whether they are the point of contact for interested parents or potential referral agents) know the details of your programme- when and where it is on, who it is suitable for and contact details</p> <p>Display information at your course venue (if it is different from your own agency base)</p> <p>Use your agency's website and social media platforms to promote your group</p>		
<p><b>Other agencies and potential referrers</b></p>		

Ensure potential referral agents have the information they need to give to parents, at least the contact name and phone number

Family Doctors/Schools – distribute fliers and poster with a cover letter, including clear information on who the group is open to

**Wider community contacts**

School/preschool newsletters and texts

Local businesses e.g. preschools, creches, chemists,

Supermarket noticeboards/set up an information stand at busy time

Library noticeboards

Centres where parents visit GAA, other class/music venues

Parent and toddler groups/cuidiu/men’s groups

Local radio announcements and shows

Local newspaper listings

Church/parish newsletters and notices

Councils and local representative newsletters and social media platforms

Solicitors

**Parents Plus**

Include your agency and contact details on the [parents page](http://parentsplus.ie) at [parentsplus.ie](http://parentsplus.ie)

Contact Parents Plus with details of your upcoming course, so we can let others know about it through:

[www.facebook.com/parentspluscharity](http://www.facebook.com/parentspluscharity) and [www.twitter.com/parents\\_plus](http://www.twitter.com/parents_plus)