

Tips for Promoting Your Science Festival

One of your most important tasks is to encourage as many families as possible to participate in your STEM + Families event.

General Tips

- Don't forget to recognize your grant program sponsor.
- Use the talking points & template tools available at PTA.org/STEM/ScienceToolkit
- Consider creating information and materials in multiple languages, to welcome all families in your school community.

Students and Families

Research shows that parents are more likely to attend your event if they receive a **personal invitation** from someone they know and trust. It is especially important to identify and invite underrepresented families. Ask for the school's help in identifying and reaching out to these families. Other ways to engage families:

- Host a **school-wide assembly** to introduce the program. Feature a fun, engaging demonstration to spark students' interest.
- Send an **invitation letter** or **flyer** home with students.
- Include messages in students' **morning announcements** and announce the event at **PTA meetings**.
- Hang **posters and flyers** in visible locations. You can find sample flyers at PTA.org/STEM/ScienceToolkit.
- Post event reminders on signs near **student drop-off** and pick-up locations.
- Post announcements and updates on the **school and/or PTA website** and via **social media** (Facebook, Twitter).
- Write an article about STEM and your event for a **PTA or school newsletter**. Ask a student to write a similar article for the school newspaper.
- Appoint "**student ambassadors**" to talk positively about the program among peers. Willing students might come from advanced science classes or STEM-related school clubs.

spark. inspire. engage.

Among Teachers and Administrators

Invite science teachers to serve as PTA STEM + Families event co-chairs, committee members or volunteers. The more involved they are in planning, the more likely they will be to serve as “champions” of the program among other faculty and staff, as well as to students and family members. Other ways to engage school staff:

- Request **time at a staff meeting** to present the STEM + Families program to teachers. Use the **STEM Talking Points for PTA Leaders** to highlight the benefits of STEM education, future career opportunities and the importance of family involvement. Invite their ideas about how they might encourage their students to participate.
- Solicit suggestions for how event activities might be **linked to curriculum**. Ask a teacher volunteer to create a sample lesson plan that demonstrates how lessons learned during the event can be reinforced in class.
- Ask teachers to encourage the attendance of student groups that are traditionally underrepresented in STEM.
- Consider rewarding teachers who attend for their above and beyond help with gift cards
- Engage school staff in **planning a school-wide STEM-focused assembly** to build excitement about the upcoming event.

In the Community

When reaching out to potential community partners, use the **STEM Talking Points for PTA Leaders** to focus on the potential impact of the STEM + Families program on students’ futures. Ways to involve your community:

- Local universities or high schools might have science/STEM organizations, clubs or groups that will come out and help lead the hands-on activities.
- Other businesses might promote the event (**NOTE: check with your sponsor before inviting in any other corporations or businesses to advertise or sponsor these events**).
- Work with school officials to customize **media releases** to invite local coverage. Don’t forget smaller, local media outlets such as neighborhood association blogs and newsletters.
- **Community bulletin boards** can be good places to promote the program.