

GAP 100
Activity Support

GAP 100 Reference #

124

What

Building a relationship with Parent Teachers Associations & Schools

Why:

- School Associations are normally made up of parents who generally want to be involved in activities relating to the welfare of their children.
- Beavers and Cubs are traditionally our largest sections and it is a known fact that the decision around joining scouting at that age is made by the parent.
- This group also represents a viable resource for adult recruitment.

What do I Need

- Identify the schools within your Group's catchments area.
- This can be done by:
 - Determining what school's your youth are attending
 - By using a map of your general area (now found in most telephone books) it is easy to determine the schools that should be feeding your group.

Who Do I Need

- Contact your Council Field Executive (CFE)/Community Development Worker (CDW) if you need help to get started.
- It may be useful to identify parents who are involved in the schools within your group's catchments area.
- Such parents can be valuable liaisons between the schools and your Scouting group as well as help you and the group develop ways to develop a relationship with the school and most importantly the principal.

Preparation

- To attend a Parent Teacher Association meeting, approach the principal for permission.
- Once you have permission consider what approach you wish to take.
 - Set up a table with information about Scouting and your group.
 - or
 - Have someone who is eager and enthusiastic to give a presentation
- Develop your message
- Share your group newsletter.

How do I do it

- Contact your Council Field Executive (CFE) for up to date material.
- Your Council Field Executive (CFE) can also help you with preparing any printed material and has the resources to put a professional touch to it.
- Choose a parent to represent your group who has the expertise (knows the facts) and background (has worked with the group) and whose words will ring true.

Follow-up:

- Evaluate the evening
- Was it effective? If not what was missing?
- As an ongoing practice – send a copy of the Group Newsletter to the school.
- Consider putting something about your group in the School Newsletter, ie:
 - September kick-off
 - Bring A Friend Nights
 - If a member of your group who attends that school has made an extra achievement show him/her off to their peers.