**Sample Planning Calendar for Recruitment and Retention**

**JUNE**
- Write article for newspaper and include picture; do this every month
- Distribute flyers around community
- Have a booth at county fair, Pow Wow, festival
- Join a softball or bowling league

**JULY**
- Tour neighborhoods to recruit new families (project for both staff and students)
- Talk about program on local radio station
- Organize a family picnic; make ice cream

**AUG**
- Have an open house
- Students and staff develop rules for class
- Assign jobs for every adult student—lead opening circle, feed pets, water plants, share news, decorate walls, etc.

**SEPT**
- Bring in beautician for “makeovers” before school pictures
- Reward students with 90% attendance
- Have a car wash
- Plant a tree; beautify the environment

**OCT**
- Plan a recognition day for those who have supported students in program (husbands, wives, significant others)
- Create a funny storybook for the early childhood classroom
- Visit an orchard
- Go to a park. Jump in the leaves.

**NOV**
- Schedule “wear your favorite color” day
- Share favorite recipes and plan holiday menus
- Make holiday/fall centerpieces
- Play holiday music
- Give certificates/awards for growth in subject areas
<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
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| DEC   | Celebrate holiday diversity (Hanukkah, Christmas, Kwanzaa)  
Make a holiday gift each day  
Have a present-wrapping party  
Plan a field trip to mall to see decorations  
Pay a holiday visit to a nursing home |
| JAN   | Arrange manicures for everyone with 80% attendance in December  
Go to pick up supplies as a group  
Plan a family “Beat the Winter Blahs Night”  
Set goals based on New Year’s resolutions  
Make bird feeders |
| FEB   | Celebrate milestone days in attendance—100th day, 50th day  
Celebrate Black History Month  
Make valentines for whole family  
Find inexpensive ways to say “I love you”  
Give time to others |
| MAR   | Give a certificate to those who brought in new students  
Encourage parents to volunteer in school, church, civic committees, etc.  
Bring in baby puppies, kittens  
Celebrate Women’s History Month  
Plant an indoor herb garden |
| APR   | Have a swim party field trip  
Plan a pot-luck dinner for families  
Visit a farm  
Practice job interviews  
Contact agencies for recruitment help |
| MAY   | Develop new year’s recruitment materials with input and assistance from students  
Celebrate everyone’s success with graduation ceremonies  
Take pictures for recruitment |