

Sample Planning Calendar for Recruitment and Retention

Other Ideas:



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



DEC

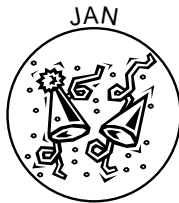
Celebrate holiday diversity (Hanukkah, Christmas, Kwanzaa)

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
