

Six Tips for Building Charter School Community Awareness, Engagement, and Support

Create awareness among your community and make friends and allies with business leaders, vendors, and community groups. You'll build valuable relationships—and share your mission with hundreds of parents. Here are six actionable ways you can build strong community engagement:

- 1 COMMUNITY EVENTS**
A consistent presence at community events such as farmer's markets, seasonal festivals, holiday parades, and cultural and arts events. This may include a table or a booth—but be creative; the goal is to stand out.
- 2 SOCIAL MEDIA INFORMATIONAL MEETINGS**
Draw on the expertise of a founder or volunteer who does this full-time. Facebook and Instagram are great ways to engage the community, but only if you have regular, engaging, and sustained updates.
- 3 INFORMATIONAL MEETINGS**
Provide regularly scheduled informational meetings for parents to learn about your mission and vision. If you don't yet have facilities, consider using meeting rooms at your district office or reserving free spaces at a library or community center. Provide webinars and in-person presentations at different times of day to cater to working parents.
- 4 BUSINESS OUTREACH**
Be sure to reach out to the Chamber of Commerce and Rotary Clubs. It's never too early to build strong relationships with members of your business community.
- 5 FACILITY TOURS**
Once you have a school, conduct frequent tours to show the public what they're supporting.
- 6 PUBLIC RELATIONS**
Tell your story to anyone who will listen including local news, podcasts, bloggers, and well-connected community leaders. You'll build goodwill and reach parents who may not have previously considered a charter school for their children.

 **Take action tip:** Create a strategic plan for growing community support, including milestones and benchmarks. For this, don't start from scratch—tap into your founding team, community members, or volunteers who have marketing expertise.

 **LEARN MORE**

To learn more on refining your school's messaging, setting strategic marketing goals, and meeting enrollment targets, download this handy guide: [Digital Marketing for Charter Schools: An Actionable Workbook to Help You Achieve Your School's Goals](#)

 Charter School Capital has provided more than \$2B in financing to more than 600 Charter Schools and served over 1,000,000 students across the country. Our mission is to help charter school leaders access, leverage, and sustain the financial and other resources they need to succeed.