ENGAGE LOW INCOME YOUTH

PARENT ENGAGEMENT

Keep open communication with parents and keep them engaged.

- Host Open Houses
- Utilize survey for athletes and parents post-event
- Allow kids to advocate for themselves
- Require parents to stay on-site to see their athletes in action
- Host Parent Social events: spa day, BBQ, coffee hour, parent social hour in conjunction with children’s events
- Provide informational handouts/resources on variety of topics: healthy eating or community resources
  - Kids in Action: offers Shape Down program= 10 week family centered program where children meet with recreational therapists, social workers, psychologists, and dieticians to learn how to live a healthy life style and manage weight
  - Project Play: sports participation parent checklists: https://www.aspenprojectplay.org/projectplayparentchecklists/

OUTREACH

- Develop a personal relationship with families, school districts, businesses, organizations
- Connect and develop partnership with agencies and disability associations
  - Autism
  - Down Syndrome
  - Amputee Coalition of America
  - United Cerebral Palsy
  - Multiple Sclerosis Society
- Community Outreach Events
  - Pack-A-Backpack
  - Haircuts
  - Meals/Potlucks
  - Friendships
  - Sport demonstrations
  - School visits
  - Health fairs
  - School Job fairs
- Increase program awareness through online and electronic communications
  - Social Media: Facebook, Instagram: post photos & videos before and after events
  - Email Outreach

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ENGAGE LOW INCOME YOUTH

PROGRAM LOGISTICS

- Be flexible
- Find stable environments: schools and YMCAs
- Host events on weekends
- Have staff who can meet participant’s needs (i.e. bilingual)
- Recruit volunteers: schools, colleges, churches
- Participant considerations
  + Interpreters
  + Socioeconomic barriers
  + Translating forms, waivers, signs
  + Registration forms: sensitive of gender
- Use surveys after event to gain feedback
- Budgets
  + Utilize interns
  + Streamline marketing
  + Use social media
  + Increase face-to-face interactions to develop relationships

TRANSPORTATION

- Ask about barriers to attending event to solve problems ahead of time
  + Thing about venue location: Easy to access? Metro or bus? ADA compliant?
- Carpool options
- Cover transportation
- Seek donated vehicles
- Educate families prior to event on public transportation options and how to use it; have a large group demo
- MetroAccess Paratransit provides door-to-door, paratransit service for people whose disability prevents them from using the bus or rail
- Invite reps from MetroAccess to have a training session on how to complete paperwork

FUNDING

- Grants like Neilsen & Stanley Smith Foundation
- Sponsors & donors (small & large)
- State resources: Medicaid Waivers
- Host fundraising events
  + Sporting events or dinners/bake sales (great way to get parents & athletes involved!)
- Engage volunteers to keep staff costs low
  + Community members
  + Church members
  + High School students
- Provide free or low cost opportunities for low income athletes
  + Explore athlete sponsors or scholarships

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