

# 10 ways to engage parents

1. Speak to high-performance and well-known athletes about how their parents supported them – either film them or write an interview piece for your club magazine
2. Hold seminars for club welfare officers – focus on how to positively engage with parents using information from our [Parents in sport resources page](#)
3. Organise a family BBQ fun day with themed competitions and parents' awards, voted for by the children
4. Show parents our [My Magic Sports Kit video](#) – you could even develop your own sport-specific version
5. Run a Parents in Sport Week poster competition – encourage young people to design posters, and use the winning poster to promote the week
6. Use our PowerPoint template, [It's our game, not yours](#), to show the benefits of parents' involvement in sport, and how to manage poor spectator behaviour
7. Promote Parents in Sport Week in your email signature
8. Produce sport-specific NGB-branded certificates for clubs that sign up to support Parents in Sport Week
9. Promote messages via Twitter by including the hashtag [#sportsparents](#)
10. Set up an information session for parents on training plans and how parents can support their child's learning

You may have your own innovative ways to promote Parents in Sport Week. If you do, please let us know at [cpsu@nspcc.org.uk](mailto:cpsu@nspcc.org.uk).