

How To Earn A Parent's Trust As A YL Leader

Make It Easy For Parents To Find Information

- Is there an updated webpage for your club with the semester schedule and camp information?
- Can parents find your phone number/email easily?
- Do you update your YL Club's facebook page? Kids don't use fb much anymore, but parents still do.
- Is there a faculty advisor for YL at the school parents can talk to easily?

Act Like An Adult

- When you go to lunch at the school, dress somewhere in-between being a teacher and being a kid. Think through what your clothes communicate to other adults about you and YL. No hats inside the school.
- If a parent were to hear your voice-mail greeting would they trust you more or less?
- If a parent looks at your twitter feed, facebook profile, Instagram pics, would they trust you more or less. Be wise in what you post.

Meet The Parents

- Greet parents outside of club when they drop off their kids. Learn their names, shake their hands, thank them for bringing their sons and daughters!
- We used to call homes to reach kids, which meant we were able to talk to parents. Now with cell-phones it takes a more intentional effort. Ask kids for their parents numbers. Call them before you drive their kid somewhere. Over-communicate. Don't just text them, although that feels safer, call and let them hear your voice. They're trusting you with their precious kid.
- At games, don't just sit in the student section. Sit in the parents section some as well. Get to know them. Allow them to know you.

Know Your Stuff

- If a parent asks you 'What is Young Life?' are you able to give a good answer?
- If a parent asks 'What's the fundraising plan for summer camp?' will you be able to give them specifics.
- Communicate with your Area Staff folks to learn how to better communicate with parents.

Serve Them

- Offering transportation is a huge gift to parents. Drive safely, you have precious cargo on board.
- Help them fundraise for camp. It's expensive and life is stressful. Come alongside them and let them know you're here to help.
- Offer to help tutor, teach guitar lessons, babysit, anything you can do to spend more time with their children.

Thank Them

- When they bring snacks for club.
- When they host Campaigners.
- When they give other kids rides home to help you.
- Invite them to be adult guests at fall camp!

Pray For Them (& Their Child)

- Parenting is hard. Ask them how you can pray for them.
- Follow up: Write them notes, texts, emails.