

BOOST YOUR MEMBERSHIP

Playgroups need to attract new members to keep the playgroup vibrant, interesting and financially viable. We have included some tried and tested ways of attracting new families to the playgroup.

- Create a social media presence for your group and include activities and the fun things you do at playgroup
- Join local mum or parents groups on Facebook and promote your group
- Create a JPEG file of your playgroup flyer and add it to local buy swap and sell websites
- Host an open day and let families experience your playgroup
- Follow up, follow up, follow up. After an open day or when you have a visitor, remember to contact them to encourage them to come back. We have templates to help you do this on the Playgroup NSW website [Click Here](#)
- Most shopping centres will let community groups have a space for free to promote their services. You can do some fun activities and promote your group.
- Your local school might advertise your group in their newsletter
- Add your playgroup session to your councils What's On section on their website
- Hold a Bunnings BBQ, raising funds and awareness

If you need further advice please contact Playgroup NSW 1800 171 882 or admin@playgroupnsw.org.au

