



## Growing and promoting your group

Facilitators play a key role in promotion and recruitment, alongside PRC and partner agencies.

Promotion happens on three levels:

- **National:** PRC builds MyTime's profile as a trusted, recognisable program and is responsible for branding and high-level marketing.
- **Regional:** Partner agencies and coordinators promote the program through networks to increase program referrals. Regional opportunities include promoting MyTime to potential new members. Ask your coordinator about how your agency promotes MyTime in your region.
- **Local:** Facilitators promote and introduce their group/s to local services and parents.

### Connecting with local referrers

It's important you take time to connect with local referrers and promote your group to potential members. Promotion can include:

- talking with referrers like schools, health services, councils and community organisations – this may be the only way these groups hear about MyTime
- sharing flyers, posters, or term plans with community groups or in community spaces – templates available [on the MyTime website](#), adapt these resources to your local needs
- attending local events or expos
- encouraging word of mouth from existing members – ask the group for ideas, for example, host a 'bring a friend' day
- contacting local media – ensure you seek permission from your coordinator before you speak to local radio or newspapers.

Social media can be a valuable tool for raising awareness of your group by highlighting the benefits of MyTime and giving potential members a sense of what to expect. With your coordinator's approval, you might set up or maintain a page, share posts, or include photos and testimonials from members (with their permission).

Always follow your organisation's policies, and remember that moderating comments or chats is not part of your role unless your coordinator has asked you to do this. Any social media activity should be managed during your paid hours – if you find yourself needing to respond outside of work time, speak with your coordinator.



## Recruitment

Recruiting new members is an ongoing part of your role as a MyTime facilitator. Recruitment is everything that happens from the moment a parent first hears about MyTime to when they first engage with a group, and how long they stay involved with MyTime.

It is important you work closely with your coordinator to ensure enquiries are answered quickly – long wait times can increase worry, or leave parents feeling unwelcome. How and when you respond can make all the difference in whether a parent decides to attend their first group.

Responding quickly and warmly to new enquiries is a key part of your role. Ideally, reply within a week, but the sooner the better. To make this easier, prioritise checking emails at the start of each shift and use automatic replies when you're away. You could also prepare a standard response that includes key information about your group, which should include:

- when and where the group meets
- how to find the group
- eligibility requirements
- MyTime's policy about children attending
- what to expect at the first session
- a short introduction about yourself, so the parent feels comfortable about who they will be meeting.

If you don't hear back, follow up up to three times using different methods (e.g. email, then phone or text).

Each provider agency has its own process for responding to enquiries, but it's important that potential members hear back quickly so they feel welcome and supported – check with your coordinator about specific processes.

## Welcoming and registering new members

The first session can feel daunting for new parents. Small touches like greeting them at the door, explaining how the group works, and introducing them to others will help new members feel at ease.

**Tip:** Refer to 'I am inclusive' and 'I create a safe space' in the [Guiding Principles Handbook](#) for practical ideas on inclusion and creating safe spaces.

It's a requirement of the program that **new members are registered with MyTime by the end of their third session**. You will use the new member registration form for this, which can be found [here](#).



### What to say about MyTime

How you talk about MyTime matters. Using positive, empowering language helps parents feel welcome and confident about attending.

When talking about MyTime, use positive, clear messages. For example:

MyTime runs free, facilitated peer support groups for parents and carers of children with additional needs. Our groups give parents a chance to take a break and connect with others who understand. There's no need for a diagnosis or referral, and preschool-aged children are welcome. We're always open to new parents."