

# Community & Recruiting Through Playgroups

Virginia Montessori Association | Lessons At Your Leisure  
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Speaker:

**Brei Stevenson**

Founder/Executive Director

## Speaker Bio

Brei Stevenson is a mom, wife, LGBTQ+ community member, UX Designer & Strategist by day, and the Executive Director of Wild Fern Montessori late at night. Using her marketing, strategy, and empathetic skill sets, she works to amplify the need and build a foundation for equitable access to high-quality, authentic Montessori early education in Richmond, Virginia.

Wild Fern Montessori School is a 501(c)3 organization and school aiming to make educational opportunities equitable and accessible in our community in a safe and affirming space. With our Sliding Scale Tuition Program, we can subsidize tuition costs for many deserving families.

## Talk Description

Building a robust Montessori school community requires buy-in from parents. And not just any kind of buy-in, but one of deep appreciation, understanding, and witnessing of the scientifically proven approach to childhood firsthand through their children's eyes. As educators and administration, you've got plenty on your plate already. But how can you strengthen your parent community, decrease recruiting efforts, and have an additional stream of program income?

Learn how Wild Fern Montessori School utilized the teachings of Simone Davies through Toddler playgroups to amplify our mission, educate our incoming families, and build a stronger parent community both in and outside our doors.

## Discussion Outline

- Introduction
- Why a Toddler Playgroup?
- Part I: Planning for Success
  - Playgroup Lead Staff
  - Playgroup Location & Timing
- Part II: Cost
  - Factors That Come Into Play
- Part III: Preparing for Launch
  - Elevate the Experience
  - Getting Potential Families Pumped!
  - Website Landing Page & Waiting Pool
- The Results
  - Recruiting & Community Building

## Resources Mentioned

Wild Fern Montessori School  
<https://www.wildfernmont.org>

Setting Up A Montessori Playgroup 2 Week Bootcamp by Simone Davies  
<https://www.themontessorinotebook.com/setting-up-a-montessori-playgroup-self-study/>

“Montessori Insights for Parents with Young Children” by Aline D. Wolf  
Amazon -  
<https://www.amazon.com/Montessori-Insights-Parents-Young-Children/dp/093919533x>

CheddarUp  
<https://www.cheddarup.com/>

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