



ROLE OF MARKETING FUNCTION WITHIN PTC

We are here to help! We are both either currently, or have been in marketing roles for work. We want to help ensure that your event is **well-publicized** and that people are clear on all elements of what you need them to do, so that things **run successfully and smoothly!** Finally, we help **facilitate the dialogue with Newman** so that we are sending a consistent message, and the administration is keyed into the PTC activities.

We have provided the attached document to give an overview of available communication vehicles as well as to highlight the steps involved in creating a communication request. We have also included a logo guidelines document for clarity on how the Newman PTC logo should be leveraged.

Please reach out with any questions to marketing@newmanptc.org. We are happy to walk you through the calendar, to help you think about creative or copy for your event or just to brainstorm ways to bring it to life.



PTC COMMUNICATION GUIDELINES

Document Objectives:

1. To provide clear rules and considerations for all PTC related communications.
 2. Lay out process to schedule and disseminate PTC related communications
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Mandatory elements:

- Provide all relevant information for event including:
 - Date, time, location, clear call to action (what are you asking people to do—attend, volunteer, educate their kids, register, pay, etc.).
 - If there is an associated Sign Up Genius link, include it and ensure you have a blurb on the site created as well.
- Include PTC logo, following brand guidelines document, wherever possible.
 - In email, leverage the “add photo” option, save the PTC logo to your desktop and then select that image to insert inline in your email.
- Within calendar tool share all required information and whatever other details you believe will help clarify your ask.
- Include very brief directions when drafting Room Parent communications for the Coordinator to supply (date for distribution and any other considerations).
- For all flyers, letters and forms (printed or sent as an attachment or link to the website), please use the Flyer or Letter template.

Executional Considerations:

- Include eye-catching images whenever possible
- Keep copy to a minimum; clearer communication is more effective
- Highlight whether or not other children are allowed and other specific details as needed
- Leverage attached templates where possible

COMMUNICATION VEHICLES

Vehicle	Communication Description	Best used for:
Dedicated Emails 1. Grade level only 2. School-wide	<ul style="list-style-type: none"> Description: Sent to whole school or dedicated grade-level and is only about one specific event. Pros: This is an optimal communication device for publicizing events because of the focused attention. Cons: Limited frequency as goal is to send only 1 dedicated email per week per grade. 	<ul style="list-style-type: none"> Specific events that happen on a macro level. (Monster Ball, UDA, EC, etc.) Message likely to include invitation to the event plus potentially volunteer sign ups
Room Parent Emails	<ul style="list-style-type: none"> Description: Room parents send directly to class via through the Room Parent Coordinator. Pros: Greater level of detail because of focus on the class Cons: Limited distribution to ensure we do not put extra workload on room parents. 	<ul style="list-style-type: none"> Class-specific communications to inform about in-class events, volunteer requests organized by class, teacher gifts.
Flyers	<ul style="list-style-type: none"> Description: Printed communication put into students folders and sent home. Goal is to have 1 per family, but can do 1 per student if needed. Pros: Engages parents with high-stopping power Cons: Higher level of logistics required; costs involved to print 	<ul style="list-style-type: none"> When payment needs to be returned.
PTC Email Blast	<ul style="list-style-type: none"> Description: Sent weekly and contains messages about other events and initiatives. Please send information to news@newmanptc.org for weekly distribution and coordinate with newsletter team re: deadlines. Pros: Consolidates information in one easy location for parents to read Cons: Parents viewing multiple messages 	<ul style="list-style-type: none"> Regular reminders about upcoming activities
Website	<ul style="list-style-type: none"> Description: Destination for all general PTC-related news and information. Pros: Easily accessible for links to flyers or general school-wide content. Cons: Low visibility 	<ul style="list-style-type: none"> Reinforcement for previously sent communications/flyers/forms.
Social Media	<ul style="list-style-type: none"> Description: Facebook posts to remind about upcoming events Pros: Helps to build excitement and get out to the community beyond email/flyers. Builds community energy. Cons: Message does not stand out as much vs. other vehicles. No volunteer sign-ups via Facebook 	<ul style="list-style-type: none"> Excitement generation Sharing pictures of past years' event to build buzz



PROCESS, TIMELINE AND PRINTING INFORMATION

Online Submission Process Activities:

Committee member go to <https://newmanptc.knackhq.com/directory#communicationcalendar/> to start process.

****Use directory email and password to log on.****

- PTC member logs in, fills out a communication event request form online, and clicks submit.
 1. Select date you want the communication to go out. Look at calendar to see if there are a lot of other communications going out the same week. Consider shifting your message timing as needed to minimize multiple messages per week.
 2. In communication purpose section, indicate where else you want this shared—eg: Facebook, website ,weekly newsletter, etc.
 3. In communication wording, be sure to include all relevant details. If easier, put communication in word document and include as an attachment You can also use attachments section for any images you want to include. Flyers must be uploaded for full review of layout.

- The event request creator gets a confirmation email, and marketing will reach out with edits and comments as needed. *Once fully approved, item will appear on master PTC communications calendar.

Flyer Printing information:

1. Goal should be to print 1 flyer per family. Count is 500. (if you need to print 1 per child, it is 660)
2. All Black and White printing (on either white or COLORED paper) can be done at the Administration building for free for small fee. Please note which Newman PTC committee should be charged. Color ink printing should be completed by committee at outside printer.
3. Process is as follows:
 1. Get approval on flyer following above process.
 2. E-mail approved flyers to Tom Constantino (tom_constantino@needham.k12.ma.us) and include which PTC committee should be charged, the number of flyers you need printed, and the color paper you would like the flyer printed on. Please allow at least 3-5 days to complete the job.
 3. Confirm if Tom will deliver the job to Newman or if you will pick up. Flyers should be given to Newman secretaries for distribution. If distributing flyers to whole school, please confirm with secretaries if flyers should be going to every student or one per family. If distributing flyers to specific grade, please follow up with secretaries for specific direction. Please note that flyers need to be provided to secretaries several days ahead of time. They will not go out the same day you deliver.

COMMUNICATION REVIEW TIMELINE AND CO-CHAIRS FOCUS AREAS*

EMAIL CONTACT IS MARKETING@PTC.ORG

Day 1: Committee submission	Day 2-3: Marketing review and follow-up	Day 3-4: Committee makes edits and resubmits (as needed)	Day 4-6: Marketing reviews and sends for final approval to presidents and Jessica	Day 7: Marketing approves online calendar; confirmation email sent to committee and News
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Shanna	Melissa
Grades K-2 Communications	Grades 3-5 Communications
Mayrathon	Monster Ball
Fundraising	CE
Go Green Party	UDA

*Please note that this is our initial split of committees and we will update and tag team as needed.



COMMUNICATIONS EVENT CALENDAR PROCESS

Step 1: Log onto newmanptc.org and under the Toolbox header, click on Communications Event Calendar.

Step 2: Fill in all the required information.

Step 3: Within the Communication Wording text box, please cut and paste or type your communication OR use the attachment button to attach your document.

Step 4: Hit the submit button and information will be sent to marketing for reviews and approvals. You will be notified when Marketing receives your request.

Step 5: Marketing will review your documents and communicate changes as necessary. Once Marketing approves, communications are sent to the PTC presidents and the principal for review.

Step 6: Once all reviews and approvals are completed, your event will be added to the calendar and you will automatically be notified.

Note: Please note that if you wish to add a communication date the calendar before draft communications are ready, please email marketing@newmanptc.org to discuss. As always, please do not hesitate to contact us with questions and concerns.