

Apollo PTA Communications Guidelines 2019-2020

All Submissions Go To: communications@apollopta.org

- **Plan early:** Notification to parents should always go out **ATLEAST 3 WEEKS** in advance of event/program. Please plan accordingly.
- **Communication Plan:** Create a communications plan for all event/program and email to communications@apollopta.org as early as possible.
- Always include PTA logo on ALL printed and electronic flyers. (include thank you in schedule)
(Please sent to send an electronic copy to communication@apollopta.org before distribution)
- **Principal** - All communication that needs to go to Principal Harris should always goes through current presidents. Please do not email/contact her directly for PTA business.
- **Teachers** - Communication that needs to go to teachers should always goes through our current teacher liason.
This year, Stella Stanfill will distribute to teachers and staff.
- **Principal Secretary** - Lauren Suttles has asked that as much commincation as possible should go through presidents. **She would also like for Chairs to give her an overview and confirm everything they need, time schedules, and who will be coming in the building a week or so before their event.**
- **Thank yous:** Always plan a thank you to volunteers and help for all events and programs to be posted following completion of event/program.

WEBSITE:

- Submit to webmaster@apollopta.org & communications@apollopta.org
- Plain text, JPG, PNG preferred. PDF is also OK
- Prove dates if it needs to be on homepage
- Always include website address on flyers.

KIDMAIL

- include Paper Flyers: distribution to kids at school via teachers.
- Always include logo on flyers
- leave in teachers mailboxes when possible
- Email Teacher Liason to let teachers know
- Include disclaimer "Students must be accompanied by an adult."
- To minimize paper, consider ½ or ¼ page double-sided copies.

FACEBOOK:

- Submit to communications@apollopta.org
- Plain text, JPG, PNG preferred. 35 words or less if possible.

PTA Enews

- Submit to communications@apollopta.org
- PTA Enews will go out every **15th and 30th of the month**. Keep that in mind when sending posts to include.
- Plain text, JPG, PNG preferred. PDF is also acceptable.
- **Due the 12th and 27th or every month.**

APOLLO SCHOOL Rocket Enews

- Submit to communications@apollopta.org
- Apollo Rocket Enews will go out Friday
- Plain text only. Provide a website link for more information when possible.

Friday Morning Announcement :

- The Student Council and Ms. Harris make weekly announcements on Friday morning.
- Submit to Ms. Fernandez (FernandezL@issaquah.wednet.edu) and cc to communications@apollopta.org

Bulletin Boards :

- PTA has one main wall to the left of the library and several smaller walls throughout the school. They are marked with a card with Apollo PTA on it.
- **FORMAT:** On main wall, poster/border should cover the height of the upper ½ wall (52" total). On the smaller walls, 8.5x11 flyers are fine.
- Remove within 2 school days once event is completed.
- Make them reusable! Make your posters with the information that doesn't change from year to year, leaving space for things that do (date, time, etc.). Have them laminated (Lakeshore Learning Store in Bellevue) and add the changing information to the outside.