

**Mount Prospect School PTO
Event Communication & Publicity**

Dear Committee Chair(s):

Thank you for volunteering to chair this committee. Your help is very much appreciated!

Should your event involve any type of publicity, please use the information below as a guideline and feel free to contact the PTO Presidents or any other PTO Board Member if you have questions or need further assistance.

If your event requires a flyer for advertising and/or sign ups, it should be distributed through the PTO website and Facebook page, a backpack drop, the PTO table located in the school lobby, an email blast to parents and a link included in the school's Friday Folder.

Most events have flyers from previous years that will be made available to you. Feel free to use the old flyer as a template or to draft your own.

All flyers must be approved by the PTO Presidents and by the Principal. For approval, please submit the flyer to the PTO Presidents and Principal via email. After reviewing the document, one of the PTO Presidents will contact you with any revisions or approval.

To arrange for an email blast, please submit a draft of the text you would like to send. While it may be revised, this draft will serve as a reference and indicate what needs to be highlighted. Email the text and attach the flyer in JPEG or PDF format to Kalpana Tiwari at kalpana.tiwari@gmail.com. Please be sure to cc: both Catherine and Claudine at mpspto@yahoo.com.

For a backpack drop, you will be asked to make the copies in the main copy room, in the Kindergarten hallway. You will see a list taped to the cabinets with the headcount per classroom. Please be sure to include the Preschool classes. If you make the copies per class, it will be easier to place the flyers in the corresponding mailboxes. For example, if Mrs. Noiset has 25 children in her class, make 26 copies, mark Noiset on the top copy and move on to the next teacher; when done, put the copies in the respective mailboxes for distribution. This way, the copy machine does the counting for you.

Your event dates and deadlines will be highlighted on the message boards outside the school as well. If you don't see your information on the boards, please let us know. For the most part, all events will be on the board in calendar order but oversights happen!

Finally, should you wish to advertise your event or share information/give thanks to volunteers following an event, please work with the PTO Presidents so that we have the administration's consent. Confidentiality is very important at Mount Prospect School.

We are here to work with you- please do not hesitate to contact us with any questions or concerns! Thank you for your time and commitment to our school.

Sincerely,

Catherine Santaiti
Claudine McMahon
mpspto@yahoo.com