

Communications Procedures

Each committee may use the following sources for communication:

- Romona PTA Website- Contact person is President-Elect
- Romona Review- Contact Person is President-Elect (Runs for 2 weeks prior to event)
- PTA Bulletin Board Outside- Contact Person is President-Elect
- Constant Contact (Only one eBlast per event plus 1 Save the Date). Timing requests will be considered but at are at the discretion of President. Contact Person is President.
- Room Parents- Contact person is VP2. Very limited basis and needs Pres. approval

When you fill out your online communications form, please choose the VP in charge of your event in the space provided. This form gets sent to them so that they are aware of your event's communication request. They do not need to approve your communications request UNLESS there is a backpack express request. In that case, they need to determine whether it is absolutely necessary and then contact the President to let them know they approve. The form is ALWAYS automatically sent to the President and President-Elect.

Romona PTA Website

Every PTA-Sponsored event will automatically be listed on the PTA Events Calendar. If you would like to use specific language or graphics on your own webpage or would like more exposure with other communication tools, please fill out the Communications Request.

Requests should be submitted in ready-to-use form, containing all the required detail without need for significant editing. We need to rely on your submission for all the facts, so please make sure you validate the details with your PTA VP or committee chair before submission. We reserve the right to edit non-pertinent information on the Events & Dates page. Please convert any graphics you want to include into JPEG format.

Requests that include using PayPal or MachForm need to be submitted 2 weeks prior to posting. The President- Elect is in charge of these forms.

***If your event requires a Sign Up Genius, you would need to contact the VP2. Please notify the PE to let them know you need that on the website as well.

Romona Review, From the PTA

Consider the *Romona Review*, which will be included in From The PTA section of the principal's weekly Friday email for the following cases:

- Your event is PTA-Sponsored, (already listed on the PTA Pipeline), but would like additional exposure
 - Your event / organization is not PTA-Sponsored, but you have been approved as 'Connecting Beyond PTA' partners and would like additional exposure
- Keep in mind, your message for the *Romona Review* will be a bullet-pointed, short message with a link to our PTA website for further information. No PDF's or attachments of any kind will be considered for this publication. Generally, the *Romona Review* will contain information 1 - 3 weeks out.

Submissions (a completed Communications Request) for each week's *Romona Review* must be in by 11:00 AM on Tuesday before the Friday's edition that you would like it to run in.

Requests should be submitted in ready-to-use form, containing all the required detail without need for significant editing. We need to rely on your submission for all the facts, so please make sure you validate the details with your PTA VP or committee chair before submission. We reserve the right to edit non-pertinent information as needed.

Here is a sample:

WELL GARDEN OPEN HOUSE SEPT. 19TH 3:15pm-4:30pm

Come join us for food and fun inspired by our beautiful and bountiful gardens. See the flyer on the PTA website for more information.

<http://romonapta.org/wellgardenopenhouse.html>

Volunteers needed! <http://www.signupgenius.com/go/10c0b4aaaa722a57-well1>

PTA Bulletin Board Outside

Our outside PTA bulletin board is located in front of the school. This location is prime real estate for all people who enter our school. To have your information considered for the space, fill out an online Communications Request at least 2 weeks prior to your event. Upload a copy of your document for approval. You are responsible for delivering a print copy to be used in the board. Please contact the President-Elect for any questions.

Requests should be submitted in ready-to-use form, containing all the required detail without need for significant editing. Every flyer should contain the Romona logo. Please contact your V.P if you need the seal. We need to rely on your submission for all the facts, so please make sure you validate the details with your PTA VP or committee chair before submission. We reserve the right to edit non-pertinent information as needed.

Backpack Express

Backpack Express will not be used, with the exception of a mailed invitation for

the Red Gala.

Constant Contact

All committees are encouraged to use our eBlast system. Using our online Communications form, please indicate what you would like included in the CC and the timeline you would like it delivered. Please note that some weeks are very busy with information. If that is the case, your information will be included in that week's eBlast. Each event will only be allowed one eBlast plus a save the date. Timing of the emails will be at the discretion of the PTA President.

Outside Press

To have your event covered in the local papers, please contact the President-Elect. All press releases need to be approved first. In addition, please keep in mind that if photos are taken at an event, they must be first be checked for permissions.