












## HOW TO PUBLICIZE YOUR EVENT AT SYCAMORE VALLEY ELEMENTARY

When planning an event, please observe the following processes to make sure your event gets the publicity it deserves.

### **THREE IMPORTANT THINGS TO REMEMBER:**

1. You are responsible for creating your own content.
2. All items must be reviewed and approved by your VP/EVP/Pres and in most cases, Cher Situm.
3. You are responsible for meeting the necessary deadlines to ensure your event information is published in time.

|  <b>ONLINE</b> |  <b>CONTACT</b> |  <b>PROCESS</b>  |
|---|--|---|
| Sycamore Valley Web Site  | Your VP/EVP/Pres<br>Heidi Barker   | <ul style="list-style-type: none"> <li>• Email your web site language to your VP/EVP for approval.</li> <li>• Once approved they will email Heidi Barker the content you would like to have placed on the Sycamore Valley homepage.</li> </ul>  |
| Shark Bites   | Your VP/EVP/Pres   | <ul style="list-style-type: none"> <li>• Submit your Shark Bite to your VP on their deadline (i.e. the Sunday before you want it to run).</li> <li>• They submit it to EVP. EVP and Pres. submit it to Cher Situm for approval.</li> </ul>  |
| Room Parent<br>Email Distribution   | Your VP/EVP/Pres<br>Room Parent<br>Coordinator   | <ul style="list-style-type: none"> <li>• Write what you would like for the room moms to distribute. Send to your VP.</li> <li>• VP will approve and pass to EVP and Pres. to get approval from Cher Situm.</li> <li>• You will then be notified the message has been approved, and the Room Parent Coordinator will send it out to all the room parents.</li> </ul> |
| Constant Contacts (CC)  | Your VP/EVP/Pres   | <ul style="list-style-type: none"> <li>• Write your Constant Contact and send it to your VP for approval.</li> <li>• They will send it to EVP, who gets approval from Pres. and Cher Situm.</li> <li>• EVP will set up your CC to go out at the time/date you specify.</li> </ul>   |
| FutureFund Items  | Your VP/EVP/Pres<br>Registration Chair   | <ul style="list-style-type: none"> <li>• Write your event/item details and submit to your VP/EVP/Pres</li> <li>• They will approve and send it to the Registration Chair.</li> </ul>  |

|  <b>PRINT</b>          |  <b>CONTACT</b>    |  <b>PROCESS</b>  |
|---|--|---|
| Banners   | Publicity Chair  | <ul style="list-style-type: none"> <li>• Check with Publicity Chair to see if we have a banner for your event or campaign.</li> <li>• Coordinate with Publicity Chair to retrieve banner from PTA shed and the process for hanging &amp; taking down the banner.</li> </ul>   |
| Shark folders   | VP/EVP/Pres/Cher Deep Coordinator  | <ul style="list-style-type: none"> <li>• Create your Shark folder flyer, and send to your VP for approval.</li> <li>• She will approve and send to EVP/Pres for approval, who will take it to Cher Situm.</li> <li>• Once approved, you may submit it to the PTA Deep Coordinator to make copies.</li> <li>• You should specify student count or family count (family count means only one flyer per family goes home, usually with the youngest child).</li> <li>• The Deep coordinator will put in the teacher boxes for inclusion in that week's Shark folders. *NOTE: Flyers must be in teacher boxes by MONDAY AFTERNOON to go home that Wednesday.</li> </ul> |
| Plexiglass frames for posters   | VP/EVP/Pres  | <ul style="list-style-type: none"> <li>• Come up with an idea for your poster. Have it approved by VP/EVP/Pres.</li> <li>• You will be notified of approval, and then you are responsible for hanging it in the plexiglass. *NOTE: there are several plexiglass locations all over the school.</li> </ul>   |
| Two stand-up chalkboards  | VP   | <ul style="list-style-type: none"> <li>• Let your VP know you plan on using them, and what day.</li> <li>• You are responsible for your own artwork, and responsible for bringing the boards inside (or to the PTA shed) when the day is over.</li> </ul>   |
|  <b>SOCIAL MEDIA</b> |  <b>CONTACT</b> |  <b>PROCESS</b>  |
| Parents of Sycamore Valley Facebook page  | Your VP/EVP/Pres   | <ul style="list-style-type: none"> <li>• Write your Facebook post and send it to your VP.</li> <li>• They will approve and send it to EVP &amp; Pres for posting.</li> </ul>  |