



## PTO FLYERS AND MAILINGS INFORMATION

***\*\*All information sent out must be approved by the PTO President (Katherine Merhige) and the school Principal (India Haun) prior to copying.\*\****

***\*\*Remember that all PTO related-flyers need to be on PTO letterhead and copied on the goldenrod paper located in the PTO room at school. The logo can be emailed to all committee chairs. (It is also located at the top of this form. Feel free to copy and paste the logo from here as well.)\*\****

### **FAMILY MAILINGS (PTO POST AND INDIVIDUAL FLYERS)**

- Should be sent home in backpack mail each Monday with the youngest child in the family, unless the information affects students individually, such as student or class pictures.
- All flyers, unless student specific, should be distributed using the family mailing counts.
- Marianne has posted the most recent family mailings list at each copier (any workroom copier can be used). Add 1 additional copy to each class so the teacher will also have an extra copy.
- NEW this year (2011-2012 year), some families have opted into only receiving correspondence via email. Everything that goes home must be emailed to Marianne Barbour ([mbarbour@k12albemarle.org](mailto:mbarbour@k12albemarle.org)). Marianne will then email out a copy to those parents opting for email only. It can be in any format, but if possible a PDF is great. The family mailing numbers next to each copier reflects those families that prefer emails to copies.
- You should notify Marianne Barbour should your flyer require parents to send something back to school for the front office to collect.

### **COPYING FLYERS**

- Any additional flyers going home should be copied at the school. This keeps costs down.
- Copies can be made at any of the copy workroom stations using the goldenrod (bright yellow) paper purchased by the PTO.
- We keep our paper in the PTO Room 201. PLEASE contact the PTO secretary if our supply is low—especially if you opened the last packet of PTO paper!
- Copy, count, collate, and label with each teacher's name (using the Family Mailing numbers); then give them to the office staff who will put them in the teacher mailboxes. Do NOT individually hand out flyers to teachers as this causes problems about when they should go home.
- The office staff needs to receive the counted and collated copies no later than Friday at 2:00pm for distribution on the following Monday.
- An extra copy of all flyers and mailings should be given to the office staff (via email and an actual copy). Marianne keeps a 3 ring binder of every flyer that goes home. Be sure to let the office staff know in advance if responses will be collected by the teachers and coming into the front office.
- Save an extra copy of your flyer and attach it to the Event End Report for next year's committee chair.

## FORMS OF ADVERTISEMENT

### **PTO Post**

- The *PTO Post* newsletter will be distributed and sent home via backpack mail every Monday EXCEPT the first Monday of the month. Please send your articles to Heather Marcel [haminga@yahoo.com](mailto:haminga@yahoo.com) by the Wednesday BEFORE it should go home via backpack mail or email.
- This year, we ask that no separate flyers go home unless you need something returned to you.
- Here are the dates for the PTO Post for the first half of the year. An email will go out about once a month reminding you of the PTO Post deadlines that month.

<u>PTO Post Date</u>	<u>Deadline for Submissions</u>
Aug 29th	Aug 24th
Sept. 12th	Sept 7th
Sept. 19th	Sept 14th
Sept 26th	Sept 21st
Oct 11th (Tues)	Oct 5th
Oct 17th	Oct 12th
Oct 24th	Oct 19th
Nov 14th	Nov 9th
Nov 28th	Nov 23rd
Dec 12th	Dec 7th
Jan 9th	Jan 4th

### **Brownsville Online**

- Email sent out to all subscribed parents.
- These emails go out about once a week in general.
- Submissions should be made via email to Heather Marcel at [haminga@yahoo.com](mailto:haminga@yahoo.com). Please allow enough time to advertise your event should an email not go out immediately.

### **PTO Website**

- Submissions should be made to Heather Marcel at [haminga@yahoo.com](mailto:haminga@yahoo.com).
- Again, please allow enough time to advertise your event should it not get posted right away due to another event taking place before yours.
- Links to specific websites are welcome as well as flyers that were sent home. We can post almost anything on the website.

### **Facebook**

- Send text (must be short – can include flyers and/or websites) to Heather Marcel.