

# Clifford PTO Communications Guide 2016-17

[Team + Contact Info](#)

[Overview](#)

[Quick Tips](#)

[Communications + Process](#)

[eBlast Newsletter - Ann](#)

[PTO Website/Blog - Ann](#)

[Electronic School Sign - Paul](#)

[PTO Calendar - Ann](#)

[Flyers - Committee](#)

[Teachers Wednesday Folders](#)

[Daily Folders](#)

[Display Cases - contact school office](#)

[E-Flyers on Peach Jar - contact Naomi Hunter](#)

[Analog School Sign - Missy](#)

[Facebook Page - Ann](#)

[Full-Color Poster - Committee](#)

[Tabling - Committee](#)

[Robocall - contact Principal Swerdlow](#)

[School Public Announcement System - contact Principal Swerdlow](#)

[Clifford Website - contact Principal Swerdlow](#)

[Banners](#)

[Yahoo Group](#)

[Attachments](#)

[Marketing Checklist](#)

[Photo Permissions](#)

[Links + Resources](#)

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## Team + Contact Info

**Ann Richards**, Newsletter & Online Content, [annleerichards@gmail.com](mailto:annleerichards@gmail.com)

**Derek Evans**, Webmaster, [devans@rollingorange.com](mailto:devans@rollingorange.com)

**Paul Haas**, Electronic School Sign, [signoperator@gmail.com](mailto:signoperator@gmail.com)

**Missy Damon**, Analog School Sign, [wolffmj@yahoo.com](mailto:wolffmj@yahoo.com)

**Lorena Basulto**, Spanish Translation, [lorenabasulto@att.net](mailto:lorenabasulto@att.net)

More key contacts:

**Josh Swerdlow**, Principal, [jswerdlow@rcsdk8.net](mailto:jswerdlow@rcsdk8.net)

**Naomi Hunter**, RSCD Director of Communications, [nhunter@rcsdk8.net](mailto:nhunter@rcsdk8.net)

If you would like to help out with Communications, please let us know!

## Overview

When you need to get the word out about volunteering opportunities, events or important announcements, there are many ways you can broadcast your message and we are happy to help! Check out the different options in the [Communications + Process](#) section and consider which ones best fit your needs.

## Quick Tips

- When planning your event, think about marketing and a timeline to promote the event leading up to it. For instance, think about the frequency or number of posts you want online (blog, newsletter, Facebook, school website) and timing of when to post and distribute flyers for maximum impact.
- If you would like copyediting or help wordsmithing your content, please contact Ann Richards and provide the content and deadline via email.
- If you would like Spanish translation of your content (**strongly encouraged**), please contact Lorena Basulto or Maria Orozco and provide the content and deadline via email. If you are in a time crunch, Ann can run the content through Google Translate (<https://translate.google.com>), or you can choose to do it yourself. If going that route, please include this disclaimer in your message: ***“Traducción al español realizada por Google Translate. Por favor, perdone los errores. Gracias.”***

## Communications + Process

### eBlast Newsletter - Ann Richards

<http://www.cliffordschoolpto.org/get-updates-by-email/>

The newsletter usually goes out every two weeks, or as needed. Ann sends out a call for submissions for the newsletter, but feel free to send him content in advance. The newsletter is the best way to get the word out to the parent community!

### PTO Website/Blog - Ann Richards

When sending a submission for the PTO website/blog, please include the date you'd like it posted if you have one in mind. Otherwise, Ann will determine when to publish.

- Images are GREAT to include on blog posts. Please include an image if possible (JPG or PNG files). If using photos featuring Clifford students, you will need to get written permission via email or verbal permission from each student's parent/guardian (see [Photo Permissions](#)).
- Another source for images is [Flickr's Creative Commons](#). Ann can assist with this if necessary.
- Consider writing a follow-up post about how the event went! Or, if you feel particularly moved or inspired by students' artwork, performances, etc, we would love to include more of these "slice of life" type stories!

## Electronic School Sign - Paul

<http://www.cliffordschoolpto.org/clifford-school-sign>

To get your messaging up on the electronic school sign, please keep in mind:

- Requests should be sent to Paul one week in advance, if possible
- The sign accommodates 4 lines with about 18 characters for each line
- Feel free to include the run dates you'd like your message to be featured

## PTO Calendar - Ann

To get events added, modified, or fixed on the [PTO Calendar](#), please contact Ann with all important details to include.

## Flyers - Committee

Each committee will create, produce, and distribute their flyers.

To use the copier in the school office, we now need a PIN from the district. Call the school office to ask if it's okay to use the copy machine. We typically print on color paper. If you cannot find paper, one of the office staff can take you to the storage room. Other printing options include: home printer/copier, or FedEx/Kinko's. If you're spending money, check with the committee chair about budget and save your receipts for reimbursement.

In addition to posting flyers on campus, you can opt to have flyers distributed via student folders and these additional channels to reach the parent community.

- **Teachers Wednesday Folders**

Anything you want to communicate, you can do so by creating a flyer; copying 800 of them; and placing 30 copies in each teacher's box in the workroom. When putting anything in a teacher's box, always put a sticky note on the pile with the teacher's room number on it.

Typically, most teachers send flyers home (PTO stuff, 3rd party stuff, etc) in what's called a "Wednesday folder." The teachers save flyers to send home just once a week. They gather them into a different folder compared to the regular day-to-day one.

- **Daily Folders**

Some teachers don't wait until Wednesday to send flyers home. Each teacher has their own preference. If you have a time-sensitive need to send a flyer home on a specific day, you can write a personal note to each teacher or talk to them about your request.

- **Display Cases - contact school office**

If you want to post flyers in the display cases located near the school office, please ask one of the staff members to assist.

- **E-Flyers on Peach Jar - contact Naomi Hunter**

If you'd like an e-flyer to be sent out via Peach Jar, contact Naomi Hunter at [nhunter@rcsdk8.net](mailto:nhunter@rcsdk8.net). She can either send the flyer to just the Clifford community or the whole Redwood City School District--let her know which one you need. Be sure to give her a lot of advance notice, as getting a flyer out for the 2015 play had a 2-week turnaround time.

### **Analog School Sign - Missy**

The analog sign at the front of the school will be switched out once a month. Send any messages or events you want promoted to Missy via email. She'll also consult the calendar to call out major events.

### **Facebook Page - Ann**

<https://www.facebook.com/pages/Clifford-Elementary-School/153697871352931>

Ann will refer to the calendar to post about upcoming PTO-sponsored events, but feel free to email her any Facebook post requests. She will also work with school office staff to post announcements coming from the school side.

### **Full-Color Poster - Committee**

For high profile events/announcements. Sometimes, an event is so spectacular that a one-color flyer just won't do! In that case, look into getting a poster made at the printers, and as in the case of flyers, look into budget and save receipts for reimbursement. If you need help designing a poster, we have some talented artists in the Clifford community that might be willing to help!

### **Tabling - Committee**

With a simple table (available in PTO office), you can promote your event at the front walkway at the drop-off circle. You'll benefit from high foot traffic areas while also being highly visible to the cars dropping off at the circle. Put a nice sign nearby, put out flyers, or simply have volunteers there to tell people about the event or opportunity you're promoting.

### **Robocall - contact Principal Swerdlow**

For high profile events/announcements. These are the automated voice messages that go out to the school community. For robocall, submit your request to Principal Josh Swerdlow at [jswerdlow@rcsdk8.net](mailto:jswerdlow@rcsdk8.net). Once approved, he will ask the office staff to get the message out. This process was communicated to me by the office staff.

### **School Public Announcement System - contact Principal Swerdlow**

For high profile events/announcements. If Clifford students are involved (i.e. school play), ask Principal Swerdlow ([jswerdlow@rcsdk8.net](mailto:jswerdlow@rcsdk8.net)) if you can have some students say a few words or perform a quick song over the PA system to promote the event. You'll need to write a short script for the students or provide talking points to the principal. It's a fun way to reach the students. Contact Ann if you'd like a little more guidance with this.

## Clifford Website - contact Principal Swerdlow

<http://www.rcsdk8.net/Page/367>

For high profile events/announcements. For now, you can send content for the school website to Principal Josh Swerdlow at [jswerdlow@rcsdk8.net](mailto:jswerdlow@rcsdk8.net).

Naomi Hunter handles Communications for the Redwood City School District, including the RCSD website. Contact her at [nhunter@rcsdk8.net](mailto:nhunter@rcsdk8.net), or send Ann your content and request, and she'll pass it along. Naomi is also the administrator for Clifford's Facebook page, so you can request edit access from her.

## Banners

For high profile events and announcements. Here are two recommended vendors, but feel free to shop around to get estimates for the best price.

- **Staples** (locations at Bridgepoint in San Mateo and Menlo Park) - look for coupon codes for discounts.
- **Don Martin**, [dmsignman@gmail.com](mailto:dmsignman@gmail.com) - husband of Syndie, who works at Neighborhood Kids Corner, can help with ordering banners at cost.

**\*Lastly, don't underestimate the power of directly telling people about events, whether through conversation or email. That personal relationship and bond goes a long way!\***

# Attachments

## Marketing Checklist

Here's a handy checklist to help determine which marketing channels you will use and which committee member will take the lead on creating content and submitting requests.

If you want to include a logo in your marketing materials, download the [Clifford School Logo Kit](#). The logo kit is also available in the right links section on the PTO website.

<b>Event:</b>	<b>Assigned to:</b>
<input type="checkbox"/> eBlast/newsletter	
<input type="checkbox"/> PTO website/blog	
<input type="checkbox"/> Electronic school sign	
<input type="checkbox"/> PTO calendar	
<input type="checkbox"/> Flyers (post around campus)	
<input type="checkbox"/> Teacher Wednesday folders	
<input type="checkbox"/> Daily Folders	
<input type="checkbox"/> Peach Jar e-Flyer	
<input type="checkbox"/> Analog school sign	
<input type="checkbox"/> Facebook	
<input type="checkbox"/> Full-color poster	
<input type="checkbox"/> Tabling	
<input type="checkbox"/> Robocall	
<input type="checkbox"/> School PA System	
<input type="checkbox"/> Clifford website	
<input type="checkbox"/> Banner	

## Photo Permissions

You can get verbal permission or email each parent/guardian individually, attach the photo you want to use (so they know exactly what photo you're referring to), and ask their permission. You can use/modify this text, or do your own thing:

Hi [parent's name],

My name is [your name] and I'm a parent volunteer at Clifford.

We want to run an article on the PTO website about the [topic], and I have a photo of your child that we would like to use (see attached image). May we use this photo on CliffordSchoolPTO.org?

Please respond to this email to let us know whether or not we have your permission.

Note that we will not include your child's first name or last name in the caption or elsewhere in the article.

I look forward to hearing from you.

Thanks!

## Links + Resources

Clifford Logo Kit: <http://www.cliffordschoolpto.org/logo-kit.zip>

PTO calendar: <http://www.cliffordschoolpto.org/calendar/>

PTO website: <http://www.cliffordschoolpto.org/>

PTO eBlast/newsletter: <http://www.cliffordschoolpto.org/get-updates-by-email/>

Electronic Sign: <http://www.cliffordschoolpto.org/clifford-school-sign>

Facebook: <https://www.facebook.com/pages/Clifford-Elementary-School/153697871352931>

Google Translate: <https://translate.google.com>

Flickr Creative Commons: <https://www.flickr.com/creativecommons/>

Clifford School Website: <http://www.rcsdk8.net/Page/367>

RCSD Website: <http://www.rcsdk8.net/>

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