



Communications Procedure GRAYHAWK ELEMENTARY SCHOOL PTO

Introduction

There are four (4) primary ways Grayhawk PTO communicates with our school community:

1. Website – Grayhawkpto.com;
2. eNews – Monday email to families registered in Membership Toolkit;
3. Social Media – Instagram, Facebook, and Twitter; and
4. Flyers and Printed Materials.

Other communications include Bulletin Boards, Front Marquee, PTO Calendar, Room Parent emails, Principal Newsletter.

Coordinate with VP Communications for marketing materials and communication plan development. Copy everyone involved with the request, including PTO President and Vice President, to ensure the Communications Team acts collaboratively and across all communications channels.

VP Communications can assist with marketing materials development if needed.

Elements to include in Marketing Materials

1. Current PTO Logo (available for download on PTO website), may also include School Logo
2. Name of Event and event logo, if applicable
3. Day/Date/Time of event
4. Location of event
5. Target Audience (Grayhawk School, Staff, Community, etc)
6. Web link, if applicable (grayhawkpto.com/xxx)
7. Action Item (RSVP, register online, deadlines, etc)
8. Cost, if applicable
9. Digital Images, if applicable. Photos of students must have guardian permission (check with Front Office)
10. Event Chair contact email

Note: All communication regarding Grayhawk PTO related events shall be sent from a dedicated “@grayhawkpto.com” email address. Contact VP Communications to establish an event specific email if needed.

Marketing Standards/Branding and Logo Guidelines

Colors:

Teal Hex Color 4da6b8

Standard gray and black tones

Suggested Fonts:

Bold Black: Aileron Heavy
Script: Halimun
PT Bold: Waffle Soft

Suggested TAGS:

#GHESStrongerTogether
#GrayhawkStrong
#GrayhawkPTO

PTO Logos:



School Logos:



Approvals

All communications should be approved by the VP Communications prior to posting and/or distribution. For printed materials distribution, VP Communications will arrange for Principal approval.

Late Requests and/or Errors

- Submit late requests as soon as possible via email with subject "LAST MINUTE REQUEST". Also, text VP Communication with request.
- If errors are found, email/text VP Communications as soon as possible for correction.

Specific Media Information

PTO Website

- Website is updated regularly with event flyers/details/information once it is approved by office/board.
- Attachments should be print ready and sent as .pdf or .jpg images only.

Electronic Newsletter (eNews)

- Distributed Mondays throughout the school year.
- Deadline for content submission is the Thursday prior to Monday's distribution.
- Longer submissions will be posted on the appropriate web page and links will be shared in eNews.
- eNews drafts are submitted to the board and front office by Friday at close of business for review and approval. Additions cannot be made after this submission.
 - Draft is sent to: PTO President, Vice President, Secretary, Events Chair, School Principal and STUCO Contact.

Social Media (Facebook, Instagram, Twitter)

- Submit announcements at least three (3) days prior to posting date.
- Submissions should be written out fully and include graphics and/or links necessary for distribution. Include any TAGS that may apply.

Flyers

- Whenever possible, flyers should be designed on ½ sheet of paper (8.8"x5.5") and in black and white. Both sides of the flyer may be utilized.
- VP Communication will arrange for principal approval of any printed materials that will be distributed to students/parents.
- Communications team and Front Office are NOT responsible for making physical copies or the distributing the information. Copies should be made using the workroom copier and PTO paper supplies. A distribution list is available from the Front Office and copies can be placed in teacher mailboxes for distribution to students.

Adopted 12/10/13
Revised 7/15/22
Revised 9/14/22