



## Communications Plan for Programs & Events

Dear Program/Event Chair: Thank you for volunteering to help Sunny Hills PTA Programs and Events!

Please submit the Communications Plan six weeks prior to your Program/Event to your Director and the [Communications Director](#).

The following is a customizable template to assist you in promoting (before, during and after) your program/event. Please use the submission deadlines to determine the appropriate dates to submit relevant information to the communications team. Your communications plan should allow sufficient time to request volunteers, promote your program and open registration, if needed. In addition, your plan should always include a thank you to volunteers and a follow up with program participants. Please refer to the [Committee Chair Guidelines](#) for detailed information about approvals and communications needs.

If you have any questions or need help, please contact your Director, the [Communications Director](#), or [Eve Yen](#).

Communications Channel	Submission Deadline	Dates you will promote your program/event	What you need to provide
<b>Before &amp; during your program/event</b>			
Website information	1 week prior to publication.		All program details. <a href="#">Lalitha Sanders</a>
Website registration	2 weeks prior to 1 <sup>st</sup> day of registration.		All registration details. <a href="#">Lalitha Sanders</a>
PTA eNews	Submission due by 5pm Thursday the week prior to publication. eNews is published every other Monday.		2-3 sentences about your program. Can include link to Sign Up sheets. <a href="#">Communications Director</a>
eBlast	1 week prior to publication.		Brief description of program. Can include link to Registration. <a href="#">Communications Director</a>
Graphics	2 weeks prior to publication.		Art Work or Logo to use on Website, and Facebook. <a href="#">Communications Director</a>

Bulletin Board	Submit requests by the third week of every month for display the following month.	All program details. <a href="#">Andrea Fernandez</a>
School Posters	1 week prior to posting	Check with the school office about where and how to place posters.
Kid Mail	1 week prior to sending out.	Work with Director to obtain flier approval from vice principal one week prior to flyer delivery. Flyers in Teachers' boxes by Wednesday at noon, to go out to students on Thursday. **Give extra copies to School Office
Room Parent Email	1 week prior to publication.	Send needed information. <a href="#">Lauren Stephenson</a>
Facebook	1 week prior to publication.	All program details. <a href="#">Communications Director</a>
<b>After your program/event</b>		
eNews	Submission due by 5pm Thursday the week prior to publication. eNews is published every other Monday.	Brief recap of event and Thank you to volunteers. <a href="#">Communications Director</a>
Website	As soon as possible after event.	Brief recap of event, photos and Thank you to volunteers. <a href="#">Lalitha Sanders</a>
Yearbook	As soon as possible after event.	Send photos to Yearbook chair. Chair - TBD
Facebook	As soon as possible after event.	Brief recap of event, photos and Thank you to volunteers. <a href="#">Communications Director</a>

Thank you,

Sunny Hills PTA Communications Director