



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, Dawn Muldowney at dawnmuldowney@gmail.com.

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, or Dawn Muldowney at dawnmuldowney@gmail.com.

Communications Channel	Submission Deadline	Dates you will promote your program/event	What you need to provide
Before & during your program/event			
Website information	1 week prior to publication.		All program details. Lalitha Sanders
Website registration	2 weeks prior to 1 st day of registration.		All registration details. Lalitha Sanders
PTA eNews	Submission due noon 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. Kate Murray
eBlast	1 week prior to publication.		Brief description of program. Can include link to Registration. Dawn Muldowney
Graphics	2 weeks prior to publication.		Art Work or Logo to use on Website, and Facebook. Dawn Muldowney
Bulletin Board	Submit requests by the third week of every month for display the following month.		All program details. Andrea Fernandez
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. Lauren Stephenson
Facebook	1 week prior to publication.	All program details. Marie Falkenberg
After your program/event		
eNews	Submission due noon Thursday the week prior to publication. eNews is published every other Monday.	Brief recap of event and Thank you to volunteers. Kate Murray
Website	As soon as possible after event.	Brief recap of event, photos and Thank you to volunteers. Lalitha Sanders
Yearbook	As soon as possible after event.	Send photos to Yearbook chair. Ayana Meissner Marie Falkenberg
Facebook	As soon as possible after event.	Brief recap of event, photos and Thank you to volunteers. Marie Falkenberg

Thank you,

Dawn Muldowney,

Sunny Hills PTA Communications Director