



PTO Communications - Tools For You To Get Your Message Out!

Note that PTO operates over 60 different programs throughout the year so please choose the communication tools that are right for your particular program and event. You do not need to feel the need to use all or even most of these tools. These are just options. Consider the audience that needs to receive your message and then strategically use the tools at your disposal.

MEDIA	DESCRIPTION	Deadline / Format
Paper Flyers	ONLY FOR FUNDRAISERS, UNLESS SPECIAL EXCEPTION IS MADE Paper Fliers must be arranged through Kim Sylvan (D103 Administration Communications) to get your fliers into backpacks. For flier approval, email proposed flier to Kim Sylvan at ksylvan@d103.org.	Coordinator must provide approved fliers in bundles of 25 to each school office a minimum of 2 days before you would like distribution. You may use the district copy rooms to make copies. SP = 25 bundles of 25 HD = 17 bundles of 25 DW = 35 bundles of 25
Virtual Backpack	ALL CAN USE THIS Fliers for any and all PTO events can be posted to the Virtual Backpack on the District websites. Kim Sylvan will review your flier and upon approval will post to the appropriate school Virtual Backpack.	Email .pdf or html link to Kim Sylvan at ksylvan@d103.org.
Constant Contact	ALL CAN USE THIS It reaches all 103 parents, 103 parents by grade level and can also reach staff. This is our best most effective tool but we do schedule our constant contacts carefully so as not to inundate our parents. Requests will be prioritized.	Email Constant Contact Request to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com) at least TWO WEEKS prior to Constant Contact Blast Date. Limitations: Only 1-2 blasts per program/event. President must clear all exceptions to this rule. Only blast for PTO sponsored programs not general community events unless PTO is a sponsor.
MEDIA	DESCRIPTION	Deadline / Format
103 Weeklies to Parents	ALL CAN USE THIS The 103 Weekly Newsletter is e-mailed to parents on Friday. Good tool for requesting volunteers and reminding parents about	Email your content to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com) no later than Tuesday of the week that you would like

	upcoming dates.	your message to appear.
Morning Announcements to Students at School	ALL CAN USE THIS FOR LARGE EVENTS/FUNDRAISERS Email Front office staff of school where you would like your message to be heard.	A script should be typed in your email of exactly how you would like your announcement to read to the school. Remember this message will go to students and staff.
Kiosk on 22	BOOK FAIR/5K Email Leslie Ulibarri (luliba@village.lincolnshire.il.us) at the Village of Lincolnshire to request a reservation for 2 weeks in the Kiosk on 22 and Olde Half Day Road. Due to the expense of creating a kiosk sign, we limit usage of the kiosk on 22 to the Book Fair and 5k.	Email pdf to Printer according to Kiosk signage specification and deliver kiosk sign to village hall by Thursday for putting into kiosk on Monday.
Kiosk at DW on Riverwoods Road	ALL CAN USE THIS FOR LARGE EVENTS/FUNDRAISERS Email Janet Lyman, (jlyman@d103.org), at DW to reserve DW Kiosk.	Email Text for Kiosk to Janet Lyman at DW.
PTO Website	ALL CAN USE THIS PTO Website is a public website, viewable to anyone. You can post frequently requested forms, current news, page updates, photos etc.	Email specific text, file, photos and dates to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com).
PTO Facebook Page	ALL CAN USE THIS Facebook users who “like” our page can see this post.	Email specific post or photos and the dates you would like the post to appear to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com).
District Website	ALL CAN USE THIS FOR LARGE EVENTS/FUNDRAISERS Email Front office staff of school where you would like your message to appear on their website.	Date, Event name, Event Description with jpg of any images to Jane Lincoln (jlincoln@d103.org) /Front Office of School as appropriate.
MEDIA	DESCRIPTION	Deadline / Format
District Calendar	ALL CAN USE THIS ALL CAN USE THIS FOR LARGE EVENTS/FUNDRAISERS If you have an important date to get on the district calendar, please email Jane Lincoln in Admin and copy both PTO@d103.org and the front office of the school affected by the program date.	Email date and event name to Jane Lincoln (jlincoln@d103.org) and Front Office of School affected.
Street Signage	BOOK FAIR/5K Street signs can be placed at strategic locations in Lincolnshire. Due to the expense of creating street signs, we limit usage of street signs to the Book Fair and 5k.	Street signs are in storage for repeat use. Note that you must complete a street sign permit and submit to the village in order to have permission to place street signs. Also, Riverwoods is County property so you must place all street signs

		behind the light posts on Riverwoods Road or they will be removed by the county.
Youngest Child Labels	ALL CAN USE THIS In the event that you need youngest child labels to send home a single flier/booklet or other item per family, you may contact Jane Lincoln in the District office and she will create the labels for you. Note that anything that goes home in backpacks must first be cleared through Kim Sylvan in the Admin office.	Email Jane Lincoln (jlincoln@d103.org) in Admin to request labels.
School Posters	ALL CAN USE THIS You can have professional posters created to hang in the schools but you must let the front offices of each school know that you will be hanging posters.	Order Print Posters from Printer and hang throughout the schools.
MEDIA	DESCRIPTION	Deadline / Format
Lunch Announcements at School	ALL CAN USE THIS The students are a captive audience at lunchtime so it is often a good time for a parent to get a face to face message out directly to the kids. You must get permission from the front office staff of the school where you will be attending lunch and you should let them know when and why you will be making lunch announcements.	Create Script to be announced live at school lunches. PTO members must attend the lunches to make the live announcements. The D103 staff will not make the announcements for you.
Room Parents Email Blasts	LIMITED USE Used in situations when other regular channels of communications (e.g. constant contact, weeklies) are ineffective. Great tool to reach parents directly.	Email text to Grade Level Parent Coordinator to be blasted to Room Parents who will then blast to class parents .
Email Staff	LIMITED USE Any emails sent to staff need to be approved by PTO Communications Director, who then runs it by Kim Sylvan. Kim Sylvan sends approved messages to teachers.	Email your message and directions on which teachers you need to reach to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com).
Lincolnshire Village weekly E-Newsletter	ALL CAN USE THIS The Village of Lincolnshire sends out weekly emails to subscribed recipients. These emails include details on what is going on around town.	E-mail Leslie Ulibarri, (lulibbarri@lincolnshireil.gov) at the Lincolnshire Village by 12:00pm the Wednesday prior to the Friday publication.
Lincolnshire Village Paper Quarterly,	LIMITED USE This is best used for fundraisers and community events. The amount	The publication deadline date changes each year - check with PTO Communications Director. Your

(mailed)	of content which will be included varies based on other information the village needs to include. Articles and info about events are free; fliers inserted in the paper need to be paid for. Best for Book Fair, Run for D103, Camp Fair.	advertising content will be e-mailed to Leslie Ulibarri(lulibbarri@lincolnshireil.gov), at least 3 months prior to it's date.
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Please direct questions about Communication tools to Communication Director Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com).