Your Communication Plan

When completed, send to Gayathri Kalyanaraman (kalyanaraman.gayathri@gmail.com). Thank you!♥

# Weeklies

Weeklies (district's newsletters) come out every Friday, sent by Kim Sylvan to parents via email. There are three weeklies - one for each school. Determine the message for the Fridays you would like to include your content.

|  |  |
| --- | --- |
| Date | Content |
|  |  |
|  |  |
|  |  |

# Constant Contact

Constant Contact (CC) is a service we use to send email blasts (mass emails) to our parents. It can be personalized down to each grade. We can send it anytime, but please limit 3 for your event. Make sure you include:

Requestor Name:

Requestor Phone Number/email address:

Email Address for the Mailing (default is pto@d103.org):

Subject Line for Mailing:

Date for Mailing:

Purpose of the Mailing:

Audience for the Mailing:

Body of the blast:

If you send an attachment (a flyer), make sure it's in Word document and attach any pictures separately.

# Facebook

Please try to include images, it makes your message more effective. Think of current issues (the event is coming up, the event is currently running, the due date approaching, also a follow up).

|  |  |
| --- | --- |
| Date | Content |
|  |  |
|  |  |

# PTO Website (www.d103pto.org)

The content for the website is included on the front page (Home) in the News section. You can easily use the same message you used for the weekly.

|  |  |
| --- | --- |
| Date | Content |
|  |  |
|  |  |
|  |  |

# 5. Need a flyer?

Let us know. We have two wonderful graphic designers eager to help, if you are not creative or familiar with graphic software.