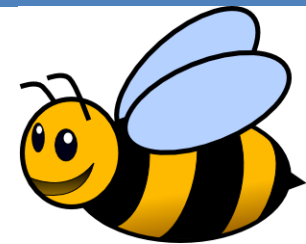


12th District Mini Convention May 22, 2010

“BEE” ALL YOU CAN “BEE”

Online Newsletters
Publicity/Communication



Websites

Why is it good to have one?

- It is an excellent resource for your members
- Councils and districts can distribute forms and information about due dates
- Take advantage of your website to share the great things your unit does
- A website is also available 24/7 and can be updated and accessed anytime

What do I need for a website?

- Can your school/district host your website on their server?
- If not, you will need to purchase a domain name and/or web hosting
- It is a legitimate PTA expense to set aside funds for maintaining a website
- Ask for a volunteer/student at your school that is familiar with web design to be the webmaster

Are there guidelines for designing a PTA website?

- All material must be cleared with the PTA president (and school principal if applicable)
- Use standard and easy to read fonts/colors – less is more
- Privacy of officers is important
- Never present material that is critical of any individual or group
- Have a member of your PTA check the website periodically to make sure information is easily accessed
- Link to the California State PTA website and the National PTA website, along with your council and district website

Who should update the website and what type of information should be posted?

- The website's position should be a full-time chairmanship
- Webmaster should be responsible for soliciting and reminding board members to pass along news and other information to be posted - set deadlines
- Your website is only as good as it's content
- Promote your PTA and school
- Principal Page
- PTA president's page

Information posted on the website...

- Newsletter
- Volunteer sign up forms
- PTA Membership information
- Reflections theme and information
- Events calendar
- If you are middle or high school – PTSA page
- Parent education
- PTA Advocacy
- Register to receive email alerts/newsletters

Any questions?

Newsletter – What to Include?

- PTA President's column
- Principal's column
- Calendar of events
- How to join PTA
- Volunteer forms
- Articles from PTSA, ASB, Band, etc.
- Library
- PTA Advocacy
- Publish – how often?

Write it right...

- Relevant information
- Proofread everything
- Use PTA style guide
- Draw attention correctly
- Content
- White space
- Small details
- Are the articles too long?
- Clear articles through PTA president and/or principal

Always use the PTA Logo

- Visual clues are often the easiest way for people to recognize a product or organization that they trust.
- Think about the brands you regularly buy Whenever you purchase clothing, food or toys, the company's logo on the package represents all that you may like or dislike about the products you buy. An organization's logo does the same thing. PTAs in every community and every state stand for the same values.
- However, many people do not realize that each unit is part of a larger organization In an effort to create a visual identity for PTAs throughout the country, the National PTA has revised their logo and is asking that all PTAs adopt its style. The California State PTA has done so and encourages all unit, council and district PTAs to do the same.
- Please go to www.capta.org to download the correct PTA logo.
- Here is an example of the PTA logo



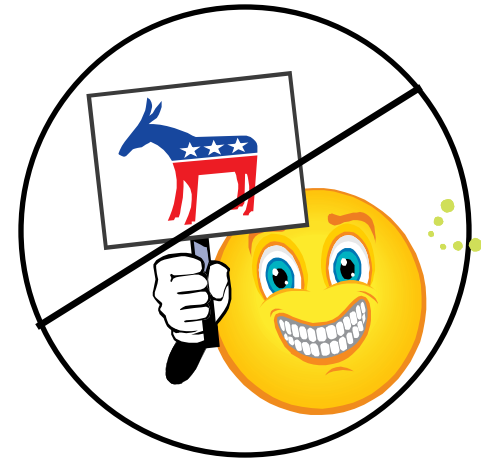
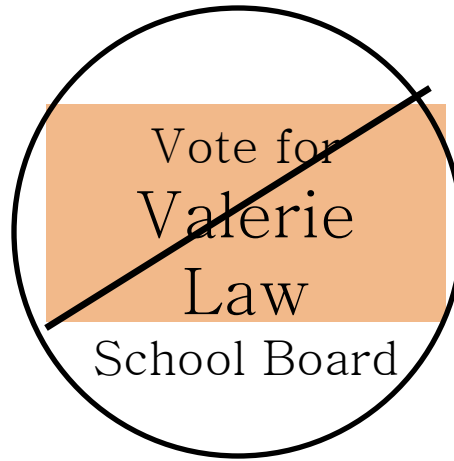
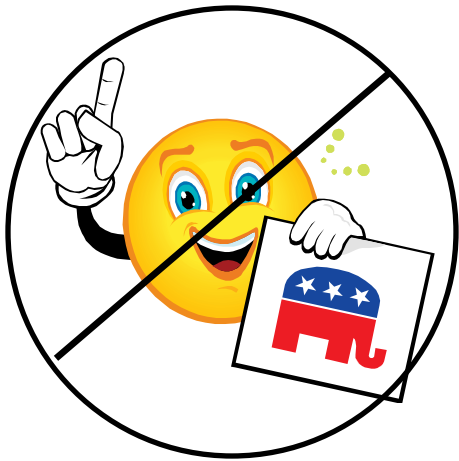
PTA's Basic Policy Guides Your Publications

PTA's basic policy

PTA is:

- Noncommercial
- nonsectarian
- non partisan

PTA is Nonpartisan



- California State PTA supports Prop. XYZ because...
- California State PTA opposes SB500 because...
- Sunshine Council of PTAs sponsors School Board Candidate Forum
- Proposed budget cuts will be discussed at the Sunshine Valley School Board meeting on...
- For information on this election, go to www.smartvoter.org

PTA is Nonsectarian



PTA welcomes into its membership people of all cultures, ethnic backgrounds, and religious beliefs. Using graphics that pertain to any specific holiday violates the nonsectarian policy.

PTA is Noncommercial

- Incorrect:
 - Take all your printing jobs to John Smith Printers, our official PTA printer!
 - Fabulous Fred's Car Dealership, sponsor of our recent Math Night, has the best car deals in town!

PTA is Noncommercial

Correct:

The Sunshine PTA newsletter is printed courtesy of John Smith Printers.

Sunshine PTA thanks Fabulous Fred's Car Dealership for sponsoring our recent Math Night.

The mention of any business or service in this publication does not imply endorsement by Sunshine PTA.

Be Inclusive – Translate your Newsletter

- Work closely with the school to meet the language needs
- To translate information and materials, seek help from bilingual parents
- Present side by side translations of articles
- California State PTA offers grants

Newsletters sent via email

- 3 options:
 1. Convert newsletter to a PDF and attached to email – CutePDF Writer
 2. Newsletter within the email
 3. Email a link to a newsletter posted on a website
- Be sure to send newsletter out blind carbon copy (bcc), to hide email addresses and protect privacy
- Always use the same announcement in the subject line of the email