



## Communicating with Cossitt Families

The PTC has multiple mechanisms that we use to communicate with Cossitt families, each with a different purpose:

### The Weekly Friday Folder

Distributed every Friday, this communication vehicle provides timely information about PTC events, fundraisers, volunteer needs and other important updates. The Friday Folder is sent via email and includes a link to electronic flyers posted on the PTC website. Hard copy flyers are included in the Friday envelope only when a response form needs to be returned to the school. Examples of flyers that are sent home hard copy to all families include: Fundraising order forms, permission slips, event registration forms.

### Dedicated Emails

These emails are used when an event requires additional exposure due to its importance to the PTC or time sensitive nature. Examples include a reminder email before a PTC event, a last minute request for volunteers, or notification of a fundraiser deadline. All dedicated email requests must be approved by the relevant VP prior to it being sent out.

### Cossitt PTC Facebook Page

The Cossitt PTC Facebook page is also updated with important announcements and event reminders.

### PTC Website

The PTC website [www.cossittptc.org](http://www.cossittptc.org) provides an overview of committees, events and other important information.

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The following details the procedures for PTC committees to communicate with our school families via the Friday Folder, flyers, dedicated emails, SignUpGenius, Facebook, and the PTC website.

### Friday Folder “Blurbs” and Dedicated Emails

1. Any Chair who wants to include information in the Friday Folder must forward the content to the VP overseeing their committee by **Tuesday morning**. The VP will review and forward to 1<sup>st</sup> VP for inclusion in the Friday Folder no later than **Wednesday evening**.
2. Any Chair who believes a dedicated email is warranted for their event or activity must contact the VP overseeing their committee. The VP will work with 1<sup>st</sup> VP to determine merit and develop content and timeline of email.



### Flyers (hardcopy or electronic)

*Hard copy flyers are included in the Friday envelope only when a response form needs to be returned to the school.*

1. Flyers must be on PTC letterhead. This can be found under “forms” on the PTC website.
2. Flyers are sent to relevant VP for approval by the committee chair by **Monday morning** for inclusion in that week’s Friday Folder or to pass along to be copied and sent home.

If a hard copy is needed to be sent home:

1. The VP will send any flyers that require hard copy distribution to the 1<sup>st</sup> VP no later than **Monday night**. The 1<sup>st</sup> VP will compile all of the hard copy flyer documents, convert to a PDF version, and send them in one email to the school secretary, copying the Cossitt PTC Office Assistant, no later than the **end of the school day on Tuesday**. All instructions will be included in this email (i.e. Family count, colored paper, stapled, double sided, etc.).
2. Cathy will approve the document, print a hard copy and place it in the folder for copying on Wednesday morning.

### SignUpGenius

If an event requires volunteers, the Chair should contact the Administrative VP who will set up specific access to the event. The Chair will be responsible for building the SignUpGenius and sending it to the appropriate VP for approval and inclusion into a Friday Folder blurb.

### Facebook

The 1<sup>st</sup> VP, Administrative VP or Technology Chair will update the PTC Facebook page with reminders and announcements in coordination with the Technology chair as needed.

### PTC Website

Each Chair should review the content on the PTC website related to their area on a regular basis and determine if updates need to be made. Any updates should be submitted to the 1<sup>st</sup> VP and Technology Chair.

### Other Reminders

Only PTC-related or Cossitt events and activities may be posted in the Friday Folder or PTC website. All other flyers should be posted on the district website, which are accessed on the Friday Folder through the “Community Flyers” link.

**After PTC events are completed, Chairs should send a paragraph thanking volunteers and highlighting efforts for inclusion in the Friday Folder.**