



# EFFECTIVE NEWSLETTERS



Blogs  
Styles



E-Newsletters



“Going  
Green”



Hardcopies

Pinellas County Council

**PTA**<sup>®</sup>

*everychild.one voice.*<sup>®</sup>



# Terri Lyn George

PCCPTA | VP, Communications

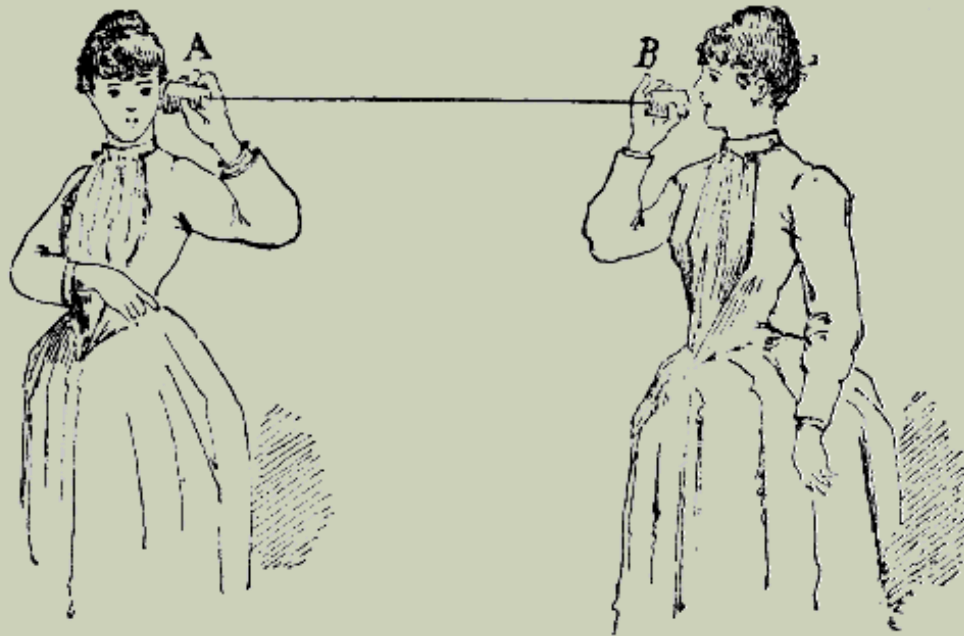


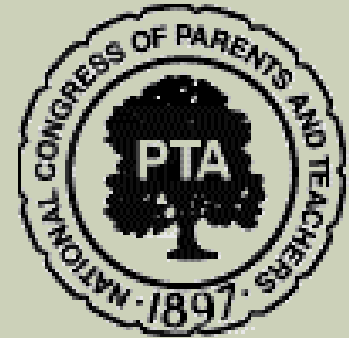
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**Gary Alfred**  
PCCPTA | Technology Chair

**COMMUNICATING  
WITH YOUR  
MEMBERS**

# A CALL TO ACTION

PTA began in 1897 when two women from Washington, DC decided that the children of America needed a voice and sent out a call to **action...**



# THE PTA MESSAGE

“ We are for every child, with one voice, non-partisan, non-sectarian, and non-commercial. ”

“ We educate, advocate, and lead. ”

# THE PURPOSE OF PTA COMMUNICATIONS

- **Encourage involvement with the child in the home and in the school.**
- **Inform every family in the school of the aims and accomplishments of the unit.**
- **Encourage attendance at PTA meetings and parent involvement in PTA projects and activities.**
- **Foster cooperation with the school in keeping parents informed about school functions, regulations and/or procedures on child-related issues.**
- **Inform the community about PTA activities and school functions.**

# PLANNING FOR COMMUNICATIONS

- ***Choose the Medium***

- Best way(s) to reach that audience?

- ***Prepare the Message***

- Vital to make the connection to PTA mission and purpose.
- What does this do for kids?

# WAYS TO DELIVER YOUR MESSAGE

- **Newsletters / e-Newsletter**
- **Email**
- **Connect Eds**



# THE BASICS OF NEWSLETTERS

# WHY CREATE A PTA NEWSLETTER?

## Pinellas PTA<sup>®</sup> Courier

Official News of the Pinellas County Council PTA/PTSA

April 2011

everychild.onevoice.<sup>®</sup>

Volume 21, Issue 8

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**FROM YOUR PRESIDENT**

EDUCATE. EMPOWER. ENLIGHTEN.

We are just back from Tallahassee where I had the opportunity to join other *Advocates Speaking for Children*, meet with Legislators and speak with them regarding issues dear to our hearts, those issues that affect our children. I spoke on the steps of the Capitol along with others and shared our concerns on numerous topics. Some may ask why we come from all over the state to do this? For our children, of course! After all isn't it for our children that we are all PTA Volunteers? Isn't our motto, *everychild.onevoice*? Our vision: Making every child's potential a reality. Our mission, our values, our purpose: They all speak about the children we stand for.

I challenge you to reflect on what you and your PTA have done to make the life of a child or a family better this year? Did you contact your legislators? Did you attend advocacy training? Did you provide a program to *Educate, Empower and Enlighten* them?

When I accepted the nominee last year as President of Pinellas County Council PTA my goal was to make a difference in our local units. I have had the honor and the pleasure to meet with many of you, to visit your schools, to assist in solving issues and to enjoying many of your wonderful programs. However, County Council cannot function without input from you. What have we done that has helped you? What can we improve on in the future? What training and support would help you to help the families in your community? Please email me and let me know.

Sincerely,

Maria Kinzer  
Pinellas County Council  
President PTA  
[pccpta@president1@yahoo.com](mailto:pccpta@president1@yahoo.com)

**RALLY CRY**

by Maria Kinzer, PCCPTA | President & Cheryl Sorenson, PPTA | VP Leadership (Invoking Our Places You? Go by Dr. Seuss)

Dear Legislators,

With our children always at heart  
We choose a simple children's story to start.  
Listen carefully to what we have to say  
And in the end vote our way!!!!

You have brains in your head,  
You have feet in your shoes.  
You choose carefully,  
It's our children's future we could lose....  
Don't snooze!

You can steer yourself any direction  
you choose  
You're on your own,  
Make your vote count.....  
Don't make us moan!

You know what you know,  
Don't just vote yes or no.  
You are the one who will decide where to go  
Vote for yourself don't be snowed!

You look up and down reform,  
Look it over with care,  
About some cuts you will say  
I choose not to go there!

With your head full of brains,  
Your shoes full of feet,  
You're too smart to let our children  
Go down in defeat!

**ARE THEY LISTENING TO US NOW????**

Unless someone like you  
Cares a whole awful lot,  
Nothing is going to get better,  
t will not!

**"Like" PCCPTA on Facebook and You Could Win a Drawing for a Kindle!**

Find us on Facebook

SEE PAGE 9 FOR DETAILS

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- Notify of upcoming events
- Inform on current issues
- Recognize achievement
- Create a family camaraderie
- Get others involved in PTA

# GETTING STARTED

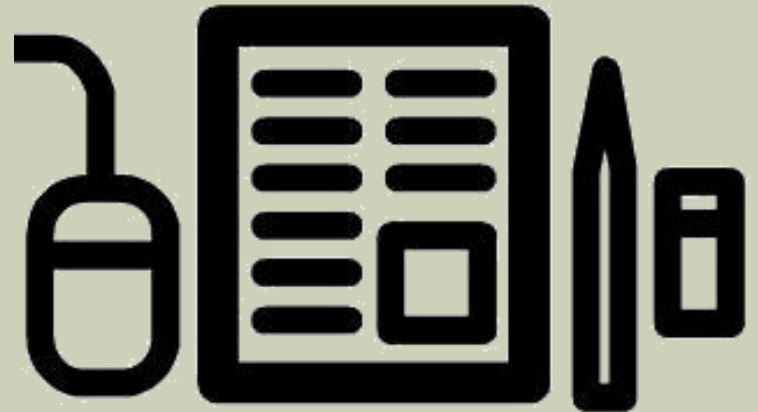
- Decide if you are going to talk in 1<sup>st</sup> person (I, me) or 3<sup>rd</sup> person (we)
- After deciding, be **CONSISTANT** throughout newsletter and in every issue.
- Set deadline and how to submit articles, must be posted inside of newsletter
- Editors job is not only to create/layout, it is also to edit as needed **BUT** be **VERY MINDFUL** of your editing.

# WHAT FRONT PAGE SHOULD INCLUDE?

- Masthead must have PTA and school name
- Volume # and Issue #  
(i.e. Volume 1, Issue 1 OR Volume IX, Issue III)
- Month and year  
(i.e. September 2013)
- President's Message
- Principal's Message
- In this Issue or Calendar of Events

# WHAT ARE MY DISTRIBUTION OPTIONS?

- Print hard copies to distribute
- Add a couple of PTA pages to school newsletter
- Gather email addresses on membership forms
- Distribute electronic version



# NOW WHAT

## Articles to include should be

- President's Message

- Principal's Message

(if BOTH a PTA and School newsletter.

But President's message should be first if going to apply for an award)

- Treasurer's

- Way's & Means

- Membership

- Programs

- Health & Safety

- Advocacy/Legislative

- Upcoming School Events

## More info to include

- Mission and goals
- Current activities
- Calendar
- Reflections Program
- School information
- Links to partner organizations
- Volunteer opportunities
- Health and Safety issues
- Recognize Achievements

## **Also should include**

- **board and contact info (at least emails)**
- **Deadline dates with Editor, Co-editor (if applicable)  
PTA President and Principal, contact info on all of these.**



- If you are using pictures, you **MUST** make sure the student's parents have signed a release. This is critical when using pictures. It is a great way to get into trouble fast. Usually your Data Entry person can verify the photographic release.
- Pictures are a good way to add interest to your newsletter. If you are doing hardcopies of your newsletter, check to make sure the pictures will reproduce good. Nothing is worse than a picture that is not legible.

- Some like to sell ads to help cover the cost
- When thanking companies, you can only “thank them”, NEVER, NEVER, EVER endorse them.
- Recognizing Volunteers for your events is always good.
- Students like to see their parents name

- Be diligent in proofing and getting the facts correct
- All correspondences going home, INCLUDING the newsletter MUST be approved by the PTA President AND the Principal (or Assistant Principal if Principals appoints them for this)

■ If you can find another proofer outside of the above mentioned, it is great to have another set of eyes on for speller, grammar and punctuation. I send newsletter to my official proofer BEFORE going to president and principal.

■ If you ever do print an incorrect fact, always follow up with a correction in the following newsletter.

**BE EFFICIENT & FRUGAL**

# HOW TO SAVE TIME...

- Post essential content first!
- Use the tools YOU find easy to use.
- Establish and adhere to conventions.
- Post content in batches.
- Re-use content.

# KEYS TO SUCCESS

- Make your communication sparkle.
- Make it personal. Have fun.
- Make it a conversation, not a speech.
- Document as much as you can.
- Plan ahead.
- **Share the work**

# WIN AWARDS

## Official PCCPTA Awards

- Newsletter / e-Newsletter Award

## Official Florida PTA Awards

- Thomas Newsletter Award





**Q & A**

# RESOURCES

Check out <http://pccpta.org/online-presence.html> for resources and links that will help you build and maintain your online presence.

[Google for Non-Profits](#) offers free organization email, web sites, file/document sharing, phone numbers and more to non-profits.

[Grassroots.org](#) seem to also provide a decent set of features for free to non-profits. If anyone gives them a try please share your experiences.

National PTA's [marketing resources](#)

# WE ARE HERE TO HELP

**Terri Lyn George – Vice President, Communications**

**[communication@pccpta.org](mailto:communication@pccpta.org)**

**727.585.0501**

**or**

**727.455.7964**

**NO SERIOUSLY,  
WE ARE HERE TO HELP!**

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