

## **PTO ADVERTISING FAQ SHEET**

Thank you so much for chairing! In order to best spread the word about your event or program, please read the following and fill out the accompanying form. Feel free to reach out at any time with questions, requests, or comments. Thanks!

### ***Methods of advertising:***

- The Goodnoe Gazette
- Website
- Facebook
- Twitter

### ***Sample Advertising Schedule:***

- 6 weeks prior: save the date announcement
- ~5-4 weeks prior: 1<sup>st</sup> event announcement
  - Facebook event created
- ~3 weeks prior: registration opens, if applicable
  - FB/Twitter posts
- 1 week prior: blast all channels

### ***General Information:***

- The Gazette is published Sunday afternoons. To be included in that week's edition, please have all information/materials to me by the Friday prior. Thank you!!!
- If you'd like to create ads/provide graphics/etc., please just let me know when you submit your form. If not, I am happy to do so!

### ***If your event has registration:***

- All event registrations will be done online this year. Please note that there is an approximate \$1 fee per PayPal transaction. If possible, please factor this into your event registration costs.
- While registration is open, I will send you weekly registration updates on Sunday evenings. You may also request an update or research a registration at any time. When your event registration closes, I will send you a final registration list.

### ***If your program is ongoing:***

- Please make sure that all information on the website ([www.gespto.org](http://www.gespto.org)) is correct! Let me know of any changes, contests, etc.
- If you have weekly updates, please try to have them submitted by Friday afternoons.

### ***To help make your event a HUGE success:***

- Information is my best friend! Please make sure you submit the accompanying form and any other applicable info.
- If you're on Facebook, please check the Goodnoe Parents Facebook page frequently while your event is active. If you're not, no worries, we've got it!
- Please let me know of any specific "thank you"s that you'd like shouted out.

Thank you! Please feel free to reach out at any time with questions or requests.

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