



**2017 – 2018**

## **COMMUNICATIONS REQUESTS**

### **I. Email Correspondence – to local PTA Presidents/Delegates**

Includes letters, announcements, call-to-actions, event notices, invitations, updates and surveys to be made through our Constant Contact provider.

Please email your request for correspondence to: **Jennifer Anderson**, VP of Communications at: [jennifer@andersonadvertising.net](mailto:jennifer@andersonadvertising.net) **ASAP/at least 48 hours** prior to the time you want your email to be sent. Please also copy: Katie Gomez, Newsletter & Publicity Chair at: [katiewgomez@gmail.com](mailto:katiewgomez@gmail.com), and Laura Varley, President at: [lauramvarley@gmail.com](mailto:lauramvarley@gmail.com).

Please include the following items with your request:

- **TEXT/COPY** to be included in your correspondence, OR an idea of what you want your email to say with a request for further copywriting. (Accepted formats: .doc, .xls or text written within your email request)
- Attach any **IMAGES** you want included in the email such as logos, photos, flyers you've created, etc., OR a request to add any related images we can find to illustrate/compliment your message. (Accepted formats: pdf, eps, ai, jpeg, tif, png, bmp)
- **DEADLINE**/date needed to be sent & **WHO** you want your message sent to (Presidents, Delegates, or both; include/do not include CCCC Board)

### **II. Newsletter Items**

Includes articles, news items, flyers, event information, announcements, etc. you would like included in our monthly CCCC newsletter

Please email such items to: **Katie Gomez**, Newsletter/Publicity Chair at: [katiewgomez@gmail.com](mailto:katiewgomez@gmail.com) **by the 15<sup>th</sup> of the month, prior to the next month's publication** (1<sup>st</sup> Monday of the month). Please also copy: Jennifer Anderson, VP of Communications at: [jennifer@andersonadvertising.net](mailto:jennifer@andersonadvertising.net) & Laura Varley, President at: [lauramvarley@gmail.com](mailto:lauramvarley@gmail.com).

Please include the following:

- **TEXT/COPY** to be added to the newsletter “as is,” OR an idea of what you want your article to say with a request for further copywriting. (Accepted formats: .doc, .xls or text written within your email request)
- **IMAGES** you want included in the newsletter such as logos, photos, flyers you’ve created, etc., OR a request to add any related images we can find to illustrate/compliment your message. (Accepted formats: pdf, eps, ai, jpeg, tif, png, bmp)

### III. Social Media

Includes posts to Facebook, Twitter & Instagram

Please email social media items to: **Katie Gomez**, Newsletter/Publicity Chair at: [katiwegomez@gmail.com](mailto:katiwegomez@gmail.com) **ASAP/at least 24 hours prior** to the time you want your post completed. Please also copy: Jennifer Anderson, VP of Communications at: [jennifer@andersonadvertising.net](mailto:jennifer@andersonadvertising.net) & Laura Varley, President at: [lauramvarley@gmail.com](mailto:lauramvarley@gmail.com).

Please include the following:

- **TEXT/COPY** to be included in your post “as is,” OR an idea of what you want your post to say with a request for further copywriting. (Accepted formats: .doc, .xls or text written within your email request)
- **IMAGES** you want included in the post/s such as logos, photos, flyers you’ve created, etc., OR a request to add any related images we can find to illustrate/compliment your message. (Accepted formats: pdf, eps, ai, jpeg, tif, png, bmp)
- **DEADLINE**/date needed to be posted & **WHO** you want your message sent to (General Post and or Communications Group)

### IV. Website

Includes changes, updates, news items and or new content or events to be added to our [cccptas.org](http://cccptas.org) website and or google calendar (shown on the website).

Please email website updates to: **Jennifer Anderson**, VP of Communications at: [jennifer@andersonadvertising.net](mailto:jennifer@andersonadvertising.net) **ASAP/at least 48 hours** prior to the time you need your updates made. Please also copy: Laura Varley, President at: [lauramvarley@gmail.com](mailto:lauramvarley@gmail.com).

Please include the following:

- **TEXT/COPY** “as is,” OR an idea of what you want your content to say with a request for further copywriting. (Accepted formats: .doc, .xls or text written within your email request)
- **IMAGES** you want included in the update such as logos, photos, flyers you’ve created, etc., OR a request to add any related images we can find to illustrate/compliment your message. (Accepted formats: pdf, eps, ai, jpeg, tif, png, bmp)
- **DEADLINE**/date needed to be updated & **COPY OF REQUESTS FOR EMAIL/SOCIAL MEDIA (above) NOTIFICATION OF UPDATES** to be made **AFTER** the website updates have been completed.

Please direct any questions concerning the procedures above to: **Jennifer Anderson**, VP Communications at: [jennifer@andersonadvertising.net](mailto:jennifer@andersonadvertising.net).