

Publicizing Your Event

Method	Timing	Contact
PTA website – Start with this! Your event can have its own page on our site with all the pertinent details, links to tickets and your sign-up-genius volunteer page. This page will serve as a virtual “flyer” and replace the documents we used to use in emails in the past.	Please give us at least 3 weekdays to get your page created. Send along all the information you’d like to see on the page along with any external links (sign up genius, registration pages, etc.) Turnaround is usually quicker, but we can’t promise miracles.	Diana Ettinger (ettingers4@gmail.com)
Tickets/Registration – if you need to sell tickets or register kids/parents before your event, let us know and we’ll get everything set up to conduct those transactions online.	Please give us at least 3 weekdays to get this set up. Turnaround is usually quicker, but we can’t promise miracles.	Diana Ettinger (ettingers4@gmail.com)
Email Blast – a weekly newsletter that goes out most Thursdays during the school year with upcoming PTA events.	Please send requests by Tuesday at noon to be included in the blast the following Thursday.	Dawn Iorio (dawniorio9@gmail.com)
Facebook – the Salt Brook PTA facebook page has 200 followers. It’s a useful way to remind folks about your event, but it won’t reach everyone.	Please give us at least 3 weekdays to get this set up. Turnaround is usually quicker, but we can’t promise miracles.	Diana Ettinger (ettingers4@gmail.com)
Room Parents – If your message needs to be targeted or tailored by grade or by classroom, we can use the room parents to forward an email onto the parents in their classes. This method should only be used sparingly, and only where it makes sense.	Please give us at least 1 week to get this set up. Turnaround is usually quicker, but we can’t promise miracles.	Maureen Reilly (mmelville26@yahoo.com) Tara Murphy (murfstara@gmail.com)
In-school announcements – if your event would benefit from getting the word out to the kids, we can ask for a mention in the morning announcements. This method should only be used sparingly, and only where it makes sense.	Please give us at least 1 week to get this set up.	Maureen Reilly (mmelville26@yahoo.com) Tara Murphy (murfstara@gmail.com)