

## Event Planning Guide

The best advice: PLAN AHEAD!!! Don't wait until the last minute.

### **PLANNING TIMELINE**

Several months prior:

1. Schedule event and post to calendars
2. Begin Budgeting

At least one month prior (preferably sooner):

1. Begin Volunteer recruitment
2. Begin preparing Communication Materials
3. Make building use arrangements and arrange for staffing needs

2-3 weeks prior:

1. Begin sending Communications
2. Finalize Volunteer Recruitment
3. Finalize building use and equipment needs
4. Finalize budget needs

### **SCHEDULING/CALENDAR**

1. If not already done, work with Administration to set a date for your event that works with the rest of the school schedule.
2. Check with secretary (Kelly Guerra) to confirm dates and times for event. If the event is at the school outside normal school hours, you will also need to work with her to:
  - a. Reserve the building & coordinate custodial staffing needs. If using the Cafeteria kitchen or serving food, a food service permit and kitchen staff member is also required. (At least 3 weeks in advance!)
  - b. Make A/C or Heating arrangements (6 days in advance)
  - c. Coordinate a staff presence for opening and locking the building
  - d. Arrange for chairs, tables and technology for the event
3. Ensure your date is posted on the school calendar for staff and the PTA calendar for parents.  
Calendar Contacts:
  - a. PTA- [calendar@travisheightselementary.com](mailto:calendar@travisheightselementary.com)
  - b. School- ([kelly.guerra@austinisd.org](mailto:kelly.guerra@austinisd.org))

### **BUDGET/DONATIONS**

1. For PTA sponsored events, contact the treasurer to determine the amount allocated for your event. ([ptatreasurer@travisheightselementary.com](mailto:ptatreasurer@travisheightselementary.com) )
2. If custodial or kitchen staff are required, be sure to include that in your budget planning.
3. For ideas on where to solicit donations, contact the Fundraising Chair ([fundraising@travisheightselementary.com](mailto:fundraising@travisheightselementary.com)).
4. If you will be selling items at your event, please work with the PTA Treasurer to arrange for petty cash and the square for credit card sales.
5. Keep receipts for all purchases and submit to the treasurer with a Request for Reimbursement (available online at [www.travisheightselementary.com/get-involved/pta](http://www.travisheightselementary.com/get-involved/pta)).
6. If in-kind donations are solicited, please submit an In-Kind Donation Form at [www.travisheightselementary.com/get-involved/pta](http://www.travisheightselementary.com/get-involved/pta).

## **VOLUNTEERS**

1. If Volunteers are required for the event, begin recruitment **at least one month before your event, preferably sooner.**
2. The Volunteer Coordinator ([volunteers@travisheightselementary.com](mailto:volunteers@travisheightselementary.com)) can assist with publicizing volunteer needs through:
  - a. The volunteer database- can send messages to parent volunteers based on their skills/interests
  - b. THES website- can create volunteer sign-ups for events
3. Volunteers can also be recruited using flyers in Wednesday Folders and posts to FB and the e-folder.
4. Prepare a message describing the event details, needs, job descriptions, hours and numbers of volunteers needed. Forward it to the Volunteer Coordinator and other Communication channels as needed. Follow up messages may be needed to recruit enough volunteers.

## **COMMUNICATIONS**

*Remember: all communication is required to be in English AND Spanish*

1. Prepare materials (drafts of flyers, posters & posts) **the month before your event, preferably sooner.**
2. All Wednesday Folder communications need to be approved by administration. Forward a copy of your flyer to the secretary (Kelly G.) for approval.
3. Once materials are ready, send to the translation team for translation. Allow at least one week for translation. [translation@travisheightselementary.com](mailto:translation@travisheightselementary.com)

### Flyers/Wednesday Folders

- Wednesday Folder Flyers are the only means of communication that *all* parents receive. The other forms of communication only reach those who have signed up for it.
- Create new fliers or edit existing fliers. *Many fliers already exist!* For PTA events, check Dropbox or ask the VP or another board member to check for you. For School events, ask Kelly in the office if there are flyers from past year events.
- Send fliers for translation into Spanish
- Fliers should go out 3 consecutive Wednesdays for big events and 2 consecutive Wednesdays for smaller events.
- **A digital file of your flyer must be submitted to Kelly ([kelly.guerra@austinisd.org](mailto:kelly.guerra@austinisd.org)) by 5PM on Friday** to be included in the following Wednesday's folder. If submitted on time, copies will be made for you and placed in the folders.

### E-folder

- A scan of all flyers sent home in Wednesday Folder will automatically be included in the e-folder. If you want an additional message sent in the body of the E-folder, please complete the online "Submissions for E-folder and Website" form by the Monday before. The website will automatically translate these messages. The form can be found at: <https://www.travisheightselementary.com/get-involved/pta/>
- The e-folder is sent weekly to those parents who have chosen to subscribe to it.

### Door Flyers/Posters

- Create Flyers or posters for doors
- Send poster copy for translation into Spanish
- Hang posters on all external doors (4) and by the office (1), for a total of 5 posters.

### Website

- Announcements about your event can be included on school website home page. Keep the message short and engaging but be sure to include relevant info. on date/time/location and who to contact.
- Please submit announcements using the online “Submissions for E-folder and Website” form here: <https://www.travisheightselementary.com/get-involved/pta/>
- The website will automatically translate these posts.
- Notice of web announcements is sent to the e-folder mailing list daily.

#### Facebook

- Write copy for electronic media. Keep the message short and engaging but be sure to include relevant info. on date/time/location and who to contact.
- You can also request that a FB event is created and shared.
- Please use the online “Submissions for E-folder and Website” form to submit FB posts: <https://www.travisheightselementary.com/get-involved/pta/>

#### Class Dojo

- Announcements about your event can be posted on Class Dojo. Keep the message short and engaging but be sure to include relevant info. on date/time/location and who to contact.
- Please submit announcements to Kelly Guerra ([kelly.guerra@austinisd.org](mailto:kelly.guerra@austinisd.org) )
- Dojo will automatically translate these posts.

#### Neighborhood list serve

- For public events consider requesting a message be posted to the neighborhood email groups. Write the message you would like posted and submit to [communications@travisheightselementary.com](mailto:communications@travisheightselementary.com) or post directly if you are a member of the group.

#### Contacts for distribution:

- Website/E-folder/FB: <https://www.travisheightselementary.com/get-involved/pta/>
- Class Dojo: ([kelly.guerra@austinisd.org](mailto:kelly.guerra@austinisd.org) )
- Calendar
  - PTA- [calendar@travisheightselementary.com](mailto:calendar@travisheightselementary.com)
  - School- ([kelly.guerra@austinisd.org](mailto:kelly.guerra@austinisd.org))
- Translation- [translation@travisheightselementary.com](mailto:translation@travisheightselementary.com)

#### **THANK YOU**

1. After your event, be sure to send a thank you to volunteers and donors via FB and the e-folder. For larger events you might want to send a flyer in Wednesday folders.