

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 (including getting signups posted)
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 Kayla in the office (kayla.perez@austinisd.org) to confirm 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 and 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
 - b. School- (kayla.perez@austinisd.org)

BUDGET/DONATIONS

1. For PTA sponsored events, contact the treasurer to determine the amount allocated for your event. (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).
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).
6. If in-kind donations are solicited, please submit an In-Kind Donation Form at 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) 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 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 fliers, blurbs, posters, and posts) **the month before your event, preferably sooner.**
2. All Wednesday E-folder communications need to be approved by administration. Use the Folder Submissions web form to submit your communications request (more info below). If this is the only comms channel you are using, you don't have to do any translation. Class Dojo and the E-folder (website) will automatically translate the text.
3. IF you are creating any hard copy signs or handouts, send to the translation team for translation. Allow at least one week for translation. translation@travisheightselementary.com

Wednesday E-folders

- The Wednesday E-folder is the main channel of communication for school events. A link to the folder is sent to all parents via ClassDojo every Wednesday. Parents may also choose to sign up to receive an email notification.
- Write your event blurb. Please take the time to write out a complete a description of your event and be sure to include relevant info. on date/time/location and who to contact. *Many fliers from previous years already exist!* You can use these as a starting point. For PTA events, check Box or ask the VP or another board member to check for you. For School events, ask Kayla in the office if there are fliers from past year events. You can also search the school website for old E-folders from previous years.
- Complete the online "Submissions for E-folder and Website" form by the Monday before. The form can be found at: <https://www.travisheightselementary.com/pta/>. **Request MUST be submitted by Friday at 5pm to be included in the following week's E-folder.**
- Event blurbs should go out 3 consecutive Wednesdays for big events and 2 consecutive Wednesdays for smaller events. You only need to fill out the form once; you can indicate which dates you want to cover.

Door Fliers/Posters

- Create fliers 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 as a slider.
- Please submit announcements using the online "Submissions for E-folder and Website" form here: <https://www.travisheightselementary.com/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/pta/>

Class Dojo

- Announcements about your event can be posted directly on Class Dojo. Keep the message short and engaging but be sure to include relevant info. on date/time/location and who to contact.
- This is best used as a reminder shortly before your event. We are trying to limit how often posts are sent out.
- Please submit announcements to Kayla Perez (kayla.perez@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 or post directly if you are a member of the group.

Contacts for distribution:

- Website/E-folder/FB: <https://www.travisheightselementary.com/pta/>
- Class Dojo: (kayla.perez@austinisd.org)
- Calendar
 - PTA- calendar@travisheightselementary.com
 - School- (kayla.perez@austinisd.org)
- Translation- translation@travisheightselementary.com

THANK YOUS

After your event, be sure to send a thank you to volunteers and donors via FB and the E-folder.