



# Checklist to Advertise and Market at Creekside



- Creekside Google Calendar: > 30 days before**
  - ★ Ask PTA, Comet Fund or Office Manager to add to the calendar
- PeachJar/Tuesday Folder Flyer: create 30 days before, distribute 2 weeks**
  - ★ Create a flyer with ALL your necessary information. PTA and Comet Fund have logins and there are online tools to create eye-catching flyers
  - ★ Send to PTA or Comet Fund for distribution
  - ★ If you choose to print (costly and parents find wasteful) put in Teacher boxes no later than Monday afternoon
  - ★ If you want to print ONE PER FAMILY, we will have a list of Youngest Sibling by the teacher boxes.
- FutureFund: 2 weeks before**
  - ★ If you are collecting donations or admission fees have the Program Item created by sending details to [cesfuturefund@gmail.com](mailto:cesfuturefund@gmail.com) - you can send your flyer
  - ★ The campaign can link to PeachJar flyer with details
- Website Home Pages: 2 weeks before**
  - ★ Create story to run (can be the same as the Newsletter Article) and send to PTA or Comet Fund to post as a News story on the "What's Going On" section of their pages.
  - ★ Do not use a picture of the flyer - mobile devices may not show picture and you will lose details
  - ★ Indicate if you also want this on the School Home Page
- Creekside Weekly Newsletter: save the date 30 days before, details 2 weeks**
  - ★ Create a short article to run in the Comet Flash sent on Sunday evening
  - ★ Deadline is Wednesday at 3 pm to PTA or Comet Fund and cc: the Newsletter Editor at [cometconnection.creekside@gmail.com](mailto:cometconnection.creekside@gmail.com)
  - ★ Images or informative graphics speak volumes. Point back to PeachJar or website
- Facebook Pages: timely updates and deadline reminders**
  - ★ If you have a Facebook account, post directly to the page and make sure it is "Public"
    - PTA: <https://www.facebook.com/CreeksideCometsParentTeacherAssociation>
    - Comet Fund: <https://www.facebook.com/thecometfund>
- Signage, Posters and Banners: create 30 days before, post 2 weeks**
  - ★ Post paper flyers or poster on the MPR, Office & Library Doors
  - ★ Create Yard Signs to be placed along driveway and walkways around the outside of the school. Re-usable signs are located in the storage area. These are shared by Comet Fund and PTA and care should be taken to return when the event is done.
  - ★ Banners should be placed: (1) at the Kinder fence, (2) along the driveway fence, (3) flagpole fence and (4) the pick-up area near Charbray
  - ★ Give yourself at least 2 weeks to get items printed cheaply ([vistaprint.com](http://vistaprint.com), at least 25% off with code, or [bannersonthecheap.com](http://bannersonthecheap.com)) and, therefore, 4 weeks before your event
- Room Parent Emails: last resort**
  - ★ If attendance is low and you are not getting responses from the more public forms of advertising, you may request Room Parents send an email to their parents
  - ★ This is the most unreliable method as some room parents may not be able to send out your message in a timely manner
  - ★ Send email to [creeksiderpcoordinators@gmail.com](mailto:creeksiderpcoordinators@gmail.com) to request distribution.
- Word of Mouth: all the time**
  - ★ One of the most POWERFUL advertising tools
  - ★ Talk up the event with friends and parents you meet. Board and committee members should do the same

## EMAILS

PTA

Comet Fund

Office

[creeksidecomets.pta@gmail.com](mailto:creeksidecomets.pta@gmail.com)

[president@thecometfund.org](mailto:president@thecometfund.org)

[ashade@srvusd.net](mailto:ashade@srvusd.net) or [kramsey@srvusd.net](mailto:kramsey@srvusd.net)