

AVOCA DISTRICT 37 GUIDELINES FOR PTC PROGRAMS/EVENTS

OVERVIEW

To maintain community vitality and respond to new needs, opportunities and changes, the Avoca PTC occasionally initiates, modifies or eliminates programs. This document presents the guidelines for the development, review, and approval of such initiatives.

1. Getting Started

i Your first step as the Chair of an event is to secure your desired date with the Director of Volunteers if it has not yet been decided by the PTC Board. If you would like to host a new event, you must obtain approval from the PTC Board. Approval from the PTC Board requires you to present your event idea during one of the monthly PTC Board meetings. The PTC Board is committed to helping you succeed in hosting your event.

2. Board Members & Roles

- i** Familiarize yourself with the various board members and their roles as it relates to your scope of work/area of interest, including but not limited to these key member positions:
- **Director of Fundraising** – If your event is new to the district, the Director of Fundraising is your first point person. Utilize this member to discuss your ideas via an informal discussion, where all of your ideas are encouraged. They will provide you feedback and questions that the board may have.
 - **Director of Volunteers** – Inform the Director of Volunteers as to how many people you need and what their roles entail. They will help you obtain volunteers by making use of the parents who have signed up to volunteer at events.
 - **Director of Communications** – Employ this member to disseminate information regarding your event to the school district. This member will review your communication and ensure that you have all the necessary information so that you are not inundated with unnecessary questions.
 - **Treasurer** – The Treasurer will provide your budget and financial guidance throughout your event. This includes depositing the collection of any monies that your event collects. The Treasurer can provide needed forms such as tax exempt and reimbursement form.
 - **Teacher Liaisons** – Teacher representatives from Avoca West and Marie Murphy will communicate upcoming events to the teacher community. This will remind the teachers to drop off all prepayments made for your event to the PTC mailboxes.

3. Program Planning

i The goal is to have information available for each event/program, so that the wheel does not need to be re-invented each year. In this regard, you can find two binders in the AW front office marked “PTC Events.” There is a separate section for each PTC event. Each event section contains an event description, past evaluation forms, tax exempt forms, and so forth, which will be important for the new chairperson of the event. Please keep notes and/or an archive of all pertinent information you think will be helpful to future chairs. You are encouraged to keep a digital record of all relevant files, communication exchanges, etc. for easy, future transfer and access.

Sample planning guidelines:

- Work with the appropriate PTC Executive Board members as it relates to your scope of work.
- Develop a timeline for the program.
- Contact outside suppliers or vendors, if necessary.
- Reserve locations, supplies, custodial help, volunteers, etc.

4. Publicity

i Please allow *at least* 1-week lead-time for approval of communications materials that are sent to parents and the community, adhering to the following:

- Emails must be sent to the PTC Director of Communications for approval or presented to PTC Executive Board during monthly PTC meeting. The Director of Communications will handle the distribution email through the appropriate channels.
- Newsletter items for both Avoca West and Marie Murphy should be submitted to the Director of Communications, who will handle the distribution through the appropriate channels.
- Promotional flyers (for take-home in backpacks and posters for the school doors) should be submitted to the PTC Director of Communications or PTC Executive Board for approval. You and your committee are responsible for copying and distributing flyers and posters.
- Completed press releases should be submitted to the PTC Director of Communications who will manage distribution. Press releases (to Pioneer Press) need to be in the following format:

Subject of article:

Who:

What:
Why:
Where:
When:
Additional comments:
Submitted by (name and title):
Date:

5. Program Implementation

i PTC Board Members can provide assistance with all elements of your program; however, all event Chairs are responsible for:

- Recruiting, scheduling, training, monitoring, and motivating volunteers; Contact the Director of Volunteers for further assistance;
- Providing proper signage for the program or event;
- Making announcements when necessary;
- Setting-up, handling logistics of and closing the program or event;
- Monitoring school property and the safety of participants;
- Introducing yourself and thanking all your volunteers for assisting.

6. Collection of Event Monies

i If your event requires payment, the following steps must be followed:

- All communication should clearly state that checks are payable to the Avoca PTC or paid electronically/online via PayPal.
- All communication should state that payments (cash/check) should be submitted in an envelope clearly marked: "ATTN: AVOCA PTC - the event name." Parents should be directed to turn in their payment to their child's teacher or PTC mailbox located in the main offices.
- The Chairperson will be responsible for collecting all pre-payments from the PTC mailboxes and logging the data for both theirs and the PTC's records. At a minimum, the chair will turn in checks/cash every other week to the PTC Treasurer for deposit.

- The PTC Treasurer will double check deposits for accuracy and deposit into the bank immediately.
- Any monies needed to be refunded must be communicated to the PTC Treasurer for reimbursement purposes. You can access a reimbursement form from the Avoca website > PTC Resources > Financial Procedures and Forms > Avoca 37 PTC Reimbursement Form.
- Under no conditions should money be used, from the collection of prepayment, for reimbursement/prepayment of event expenses.

7. Post-Event Evaluation

- i** All Chairs and volunteers are strongly encouraged to complete a brief evaluation form of their program, which can be found at the PTC's website. Finally, let your PTC Director of Volunteers know if you would like to continue/return as chair, and if not, provide recommendations for a new Chairperson.