

Marquez Charter School Communications Guidelines

The purpose of Friends of Marquez (FOM) is to raise funds to improve the quality of education provided to Marquez Charter Elementary's students. Our fundraising process includes soliciting third-party vendors and sponsors. These Communications Guidelines ensure that the parent body will remain informed of school-related news through standardized means of communication, but will not be subjected to unauthorized solicitations by vendors or sponsors. Additionally, it clarifies the procedures necessary in order to have the most effective communications with the parents in our school community.

All communication with parents will be restricted to information pertaining to:

- Reminders about changed school hours
- Marquez, Friends of Marquez, PTA and sanctioned community events and seminars
- Classroom/Teacher/School specific communication

Communication will **NOT** be used for solicitation of any kind. It also cannot be used to disperse information regarding:

- Unsanctioned, non-school related events
- Advertisements or solicitations of any kind, with the exception that sponsors can be promoted on the Facebook site
- Non-school related parent events or notifications
- Non-school related teacher events

Note: Girl Scouts and Boy Scouts are not Marquez organizations, and therefore eblasts will typically not be done on their behalf.

Family information is not to be used for the purposes of solicitation by other Marquez families or non-Marquez families.

Room Parent Email Tree

The Room Parent email tree, created annually to facilitate Marquez related communication, may only be used to distribute information as detailed above.

Newsletter, Website and Social Media

The Friends of Marquez website, www.friendsofmarquez.com, is the primary source of information for parents on the Parent Booster for Marquez. All FOM-related news can be found on the site including fundraising updates or to make a donation to Circle of Giving. A calendar of events highlighting the different fundraisers throughout the year can also be found.

News and event information is also available on our Facebook page. Social Media postings must reflect our communication guidelines.

We strongly recommend that parents visit the website, like the Facebook page, and subscribe to the school newsletter to stay abreast of school news and events.

Flyers in Office

Marquez, FOM and PTA may support outside interests/businesses by allowing them to leave preapproved flyers (as approved by the Marquez Principal), provided at no cost to the school or FOM, in the Main Office.

Flyers in Homework Folders

This is restricted to school, FOM or PTA events and reminders. The school wishes to minimize paper distribution. Should an exception be made, appropriate flyers (as approved by the Marquez Principal, FOM or PTA) should be provided at no cost to the school or FOM, for distribution.

Eblast/Newsletter Procedures

Friends of Marquez uses Constant Contact to send eblasts and newsletters to parents.

Weekly eblasts

The schedule for weekly eblasts is as follows:

- Monday: Room Parents
- Tuesday: FOM (COG, Auction, Recruiting, etc.)
- Wednesday: YOP
- Thursday: PTA
- Friday, Saturday, Sunday: No eblasts

If you would like an eblast sent out during a given week, the person in charge of scheduling eblasts must be notified no later than Sunday evening prior to the requested eblast day. Please note that not all eblast requests can be accommodated, as something else may have a higher priority during that particular week. If notification is not received by the Sunday prior to the eblast, an eblast for another party may be added to the daily slot. For example, if FOM does not notify by Sunday that they intend to send an eblast that week, their spot may be pre-empted by something else school-related, such as Science Fair.

The procedure to get an item eblasted is as follows:

If the eblast is going through the room parent chain:

- All room parent eblasts should be sent to the Head Room Parent for distribution, even if it is grade-level specific. Please do not circumvent the email tree.
- Text should be sent to the Head Room Parent no later than the Saturday before distribution Monday.
- Messages via room parents should be specifically related to the classrooms or grade levels requiring some interaction with the RPs. For example, getting volunteers for Halloween or auction baskets.
- Room parent emails should be used sparingly, in order to maintain their effectiveness.

If the eblast is going through Constant Contact:

- Submit all eblast blurbs by 5PM at least two days in advance of the eblast date – Feel free to submit them earlier!
- Include the subject line for the eblast

- Make sure that when you send text for blurbs, it is the final copy (**has been checked for errors**), and includes any pictures that you want added to the blurb in .png or .jpg format.

Newsletter

The newsletter is published every Saturday. The procedure to get something in the newsletter is as follows:

- Submit all newsletter blurbs by Thursday at 5PM – Feel free to submit them earlier!
- Make sure that when you send text for blurbs, it is the final copy (**has been checked for errors**), and includes any pictures that you want added to the blurb in .png or .jpg format.

Special rules for the weeks before and after the annual auction

For three weeks leading up to the annual auction, there should be no fundraising asks by any Marquez organization. We want to ensure that people are focused on obtaining donation items and are not putting their funds elsewhere.

There should be no emails from Marquez during the week before the annual auction that are not auction related, including both eblasts through Constant Contact and emails through the room parent chain. This is to ensure that parent inboxes are not flooded with emails from Marquez, and that they are able to focus on the fabulous Auction Item of the Day.

For two weeks after the auction there should also be no additional fundraising asks, as we want to give parents a break.

Final Note

All eblast and newsletter submissions are subject to review and editing by FOM and the Communications Chair