

Leonardo da Vinci School PTO Communication Guidelines & Policies

Members of the PTO, including but not limited to Board Members, Officers, Chairs & Coordinators, shall remember that they are acting on behalf of the PTO and will strive to follow all communication guidelines when conducting PTO business with school staff, parents, outside agencies, businesses and volunteers. Members will keep the mission of both the school and the PTO in mind whenever conducting PTO business.

All-School and External Communication

An annual meeting of the Board of Directors will be held in October to include, but not limited to, communication of the annual budget, elections of any open Board or Officer positions, and a review of the PTO event calendar for the school year. General PTO meetings will be held monthly during the remainder of the school year, or as deemed necessary by the President.

Items to be included on a PTO meeting agenda must be communicated to the President one week prior to the scheduled meeting.

All forms of communication shared with staff & families on behalf of the PTO must include "PTO" in the text. Similarly, all communication with the general public on behalf of the PTO must include "Leonardo da Vinci School PTO" in the text.

The PTO will send e-mail blasts to communicate with families and school staff weekly during the school year. Blasts may include, but are not limited to, upcoming dates and deadlines, pending elections, calls for volunteers and event promotion. Occasionally blasts will be sent more or less often as determined necessary by the Officers. Any family wishing to opt out of these blasts may do so by contacting an Officer.

Information to be included in PTO e-mail blasts must be e-mailed to the Secretary by Thursday the week preceding the e-mail blast. The Secretary may edit information for content and space availability.

A PTO website will be available and kept updated with current events, meeting minutes, fundraising options, financial records, Board Member biographies and PTO business forms.

Information requested to be included on the PTO website must be e-mailed to the Secretary one week prior to desired post date. The Secretary may edit information for content and space availability.

The PTO website link as well as any calendar items may be included as space allows, and as deemed appropriate by the school Principal, in the school's e-mail newsletter, The Dragon's Tale.

The PTO officers will maintain a Facebook Page to supplement communication through blasts and the PTO website.

Information requested to be included on the PTO Facebook Page must be e-mailed to and officer three days prior to desired post date. Information may be edited for content and space availability.

The PTO will use SignUpGenius.com as a volunteer recruitment and RSVP tool for PTO events, fundraisers & programs. Reminders may be sent through SignUpGenius to families registered for events through the site.

Flyers or hard-copy materials intended to be sent home with students must be approved by the school Principal at least three days in advance. This will allow for adequate printing and distribution time. Whenever possible materials will be sent home on Tuesdays through students' base teams.

Promotional flyers may be handed out to parents, staff and students at the conclusion of the school day. These must first be approved by the school Principal, at least three days in advance to allow for adequate print time.

The PTO shall maintain procedures and summaries for all PTO events/fundraisers/program for the purpose of consistency and passing on information to new Officers, Chairs and Coordinators. These will be updated annually or as necessary.

Communication Guidelines for Chairs & Coordinators

All fundraisers, events & programs should develop and submit a preliminary summary sheet that includes important dates and scope of the event, activities planned, volunteers needed, communication details, estimated budget (including income such as proposed grants, fees, fundraising and expenses). Preliminary summary sheets should be submitted to the officers for review at least six months prior to the event, and then presented to the PTO.

Chairs & Coordinators shall keep the Officers and all members of their committee reasonably informed on event/fundraiser/program progress throughout the planning process. Use meetings, minutes and e-mail updates as necessary.

Chairs & Coordinators preparing any communication (flyers, promotional materials, volunteer requests, etc) will share a draft with at least one Officer to proof and to ensure all communications are consistent with the mission of the PTO.

PTO events at Leonardo da Vinci School outside of school hours require a Facilities Rental Agreement to be submitted to the Green Bay Public School District at least 30 days prior to event. The form is available on the District website. The event chair or any PTO Officer may submit this form.

Expenditures proposed for events/fundraisers/programs that are not outlined in the event summary form and annual PTO budget need to be clearly communicated to and approved by a majority vote of the PTO officers or general PTO, as detailed in the Financial Policies of the Leonardo da Vinci School PTO. Refer to the Financial Policies for more information.

Following any PTO event/fundraiser/program, the Coordinator or Chair will complete and/or update a summary as outlined by the officers, to include, but not limited to, planning timeline, committee tasks, expenditures and income, detailed volunteer needs, and recommendations for additions or changes to the event. Each year, the summary will be reviewed and updated. The past three years summaries will be kept on file.

Adopted February 23, 2015