**Maple Hills PTA Communications Request**

* Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Committee Chair: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Event Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Theme: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Design Standards**

* **Printed materials:** clutter free, with no backgrounds or dark color designs under text in the event that color copy paper is used. This will assist with low vision or sight issues when reading flyers.
* **Social media:** concise, clutter free and good resolution. Photo quality with colors and designs accepted. Text should be easy to read (basic font and color stands out). Note that with social media we can refer to links on the Website or other locations with QR codes or links.
* **Website:** should contain detailed information, links and any pertinent information to the event.
* **Accessibility and Equity:** language translations are available using AI tools in Adobe and Canva.
* **Printed materials:** clutter free, with no backgrounds or dark color designs under text in the event that color copy paper is used. This will assist with low vision or sight issues when reading flyers.
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**Type of communication (circle or explain):**

Social Media Advertising, request for volunteers, request for event chair, other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing material needed?** (Do you need assistance with creating a flyer) Yes or No

**Format (check all those that apply):**

\_\_\_\_\_ Print **(must be approved by Principal)**

\_\_\_\_\_ Social (Facebook & Instagram)

\_\_\_\_\_ E-Bulletin (circle) special e-bulletin, regular e-bulletin or both

\_\_\_\_\_PTA Website Home page (circle) body of home page or special announcement at top

\_\_\_\_\_PTA Website special page (new page on site with sidebar icon)

**Translation:** Note that all translations for web or social media are available through translation services on individuals home computer. If needed in print? Yes / No (circle language) Vietnamese, Spanish, Chinese, other \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachments:** any emails, information, advertisements, documents or details regarding request.

**Communications Request Information for Events**

* **Request for Chair:** 45-60 days prior to event (depending on size of event and excluding Auction)
* **Ebulletins:** 3 weeks prior to event
* **Paper Comm:** 1 week prior to an event
* **Email:** 3 days prior