

Countryside PTO Communications

The Countryside PTO communicates to the Countryside community through its weekly newsletter, called the Update, as well as email blasts and updates to the PTO webpage. Efforts are made to limit the number of emails sent by the PTO to families. This is done by encouraging event organizers to utilize the weekly PTO Update as the main forum of communication to the community. However, it is acknowledged that at times extra or specific emails are needed to be sent out to the community or to a subset of the community (ie. specifically, to one grade). The method of communication will determine who needs to be contacted for the communication to reach the greater community. Please be mindful that we are all volunteers, and we all have other life obligations. Please send information along with as much notice as possible.

To communicate something via the weekly **PTO Update** (referred to as a blurb) that is sent out every Sunday night (or Monday night if Monday is a school holiday) please follow these steps.

1. Email the Update team at update@countrysidepto.org by 8:30 p.m. on the Friday before the Update will go out. Submissions received after this deadline may be deferred until the following week.
2. Please cc the PTO co-presidents as well at copresident@countrysidepto.org
3. Please submit your item in brief paragraph form (100 words or less) in a format in which the text can easily be edited (ex. directly into the email, or a Microsoft Word attachment)

To have an **email blast** sent out to the entire Countryside Community or to a segment of the community (ie. a specific grade level) please follow these steps.

1. Email the PTO Clerk at clerk@countrysidepto.org at least 48 hours before you would like the blast to go out. Ideally 3-4 days in advance would be best. You are welcome to cc the PTO co-presidents if you'd like.
2. Blasts will be sent to the entire Countryside Community unless specified otherwise. Blasts can be sent to just a specific grade if requested. For emails to a specific class, please contact that class's room parent(s)
3. Your email should include all necessary wording needed for your blast. Please send information in a Word document or directly into the email. If you have pictures that you would like included these must be either a jpeg file or png file only. If an image will not upload into the MailChimp system, it may not be included.