

Communication and Your PTA

Why We Communicate

To inform the PTA members and school community the purpose and activities of the PTA.

How We Communicate

CUCPTSA (Council) – Meetings, Website, Email

PTA/PTSA Units – Meetings, Newsletters, Website, List Serve, Email, Flyers

Identify the audience and choose a method of Communication – Print vs. Electronic

Specific Guidelines

All Publications

- ★ **Use of the PTA Logo** - All PTA publications must use the approved National PTA logo. The logo should only be included with association approved events. Information can be found about the logo on the Council and Fourth District website as well as the National PTA website at www.pta.org.
- ★ **PTA is Non Commercial** – Follow all non commercial guidelines in publications (ref California State PTA Toolkit – 6.2.2)
- ★ **Follow all Advocacy Guidelines** – While advocacy is one of the primary functions of PTA, advocacy may not be included in publications sent home in student backpacks or printed or mailed using the CUSD Print Shop or Mail Room. Advocacy MAY be included in PTA website and List Serves or if mailed and printed commercially.⁴
- ★ **Photos and personal information may only be used with permission** in publications. Do NOT publish any personal information about adults or students without WRITTEN permission.
- ★ **All publications require the approval** of the PTA President and for all school based information, the approval of the Principal.
- ★ **Publications may include a summary of PTA actions** but should not include Minutes or Financial information if distributed or on a public website.
- ★ **The name of the PTA Unit**, Council and District should be included on all publications.

Print Publications – Newsletters, Flyers, Brochures

- ★ **A disclaimer must be included** – “Not printed at CUSD Expense” on all publications. A disclaimer must also be included if companies or products are mentioned that “Mention of any product does not infer endorsement by the PTA”.
- ★ **All printed publications require the approval of the PTA President and the Principal.**
- ★ **The PTA Non Profit Mail Permit** may only be used by PTA (no booster clubs, athletics, etc.)
- ★ **If the CUSD Print Shop or Mail Room** is used, the appropriate procedure must be followed.¹
- ★ **No advertising** may be included in any publication that is distributed using the Non Profit Mail Permit.
- ★ **All advocacy guidelines** must be followed.⁴

Electronic Communications – Websites, List Serve, Email

- ★ **Use the PTA Website and List Serve** for PTA information, and advocacy.³
- ★ **The PTA Website address may NOT be included on the school website as an active link.**
- ★ **With the Principal’s approval**, the school website may include basic PTA information. No advocacy.²
- ★ **Use Blind Copy (BCC)** for any mass distributed emails.
- ★ **The PTA ListServe and email list** should only be used for messages from the PTA, school, school district or from local public agencies (police, fire, etc.)

Procedures and references included on the Council website under Communication

- ¹ Procedure for the Use of the CUSD Print Shop and Mail Room
- ² Guidelines for Unit PTA/PTSA Information on CUSD Websites
- ³ Website Content Guidelines for PTA Websites
- ⁴ Guidelines for the Distribution of Advocacy Information