

2012 Spaghetti Supper Publicity Committee Summary

Committee Members: Mary-Lynne Bohn with assistance from Barbara and Ira Sabran

Timeline:

Please refer to 2011 report as they did a thorough job of outlining the timeline of events so no need to repeat here.

Changes for this year from 2011 report:

- Committee was just one person but in essence was three as there was heavy input from one of the chairs and her husband. One person works well if the person has design and writing ability but it is nice to have help posting flyers and sandwich boards.
- Incorporated a "theme" name into event publicity – An Evening in Tuscany. Decor committee must be on board with the theme in order to incorporate it into event planning.
- This year we created a small website with a link from the school site for informational purposes only. Much discussion ensued about public vs. private use of the site but for this year it was simply an extension of the newsletter and easy resource for parents within the school community.
- We also had the opportunity to create a short "infomercial" for CCTV which was aired between programming spots starting two weeks before the event. I would be curious to know how many viewers actually saw it on CCTV as opposed to linking from the school website. Was a fun project if someone (perhaps student video club!) wants to tackle it but was certainly not necessary to the success of the event.
- Chair for this year wanted publicity to reach into surrounding towns so calendar listings and press releases were sent to all of the Patch and Wicked Local publications as well as the usual Mosquito/Globe/Concord Journal insertions. Not sure that we drew significant numbers from other towns who were not directly linked to a 6th grade student but probably should try to track it as guests arrive.
- Printed 600 programs. Tickets/Raffle sold 3 ads for the book so we went up to 12 pages to accommodate. Kerry in the copy center was able to collate/fold/staple so the programs looked great. The supper committee must purchase colored paper for the programs. Copy center can print one-color documents and laminate printing from other sources so I had Kerry laminate all of the signage to save on overall print costs.

Budget:

- All expenses for PR were covered by the committee. Committee agreed that color

signage was worth the extra cost this year.

Expenses:

- Color newsletter (80 copies): done on home printer (cost of ink cartridges partially covered by \$25 Staples gift card)
- Color flyers for 6th grade backpacks: \$80
- Color posters for sandwich boards/display: 4 copies at 24x36: \$88 (Budget Printing in Concord is MUCH cheaper than Staples for this output)
- 3 Reams ivory stock for programs: \$30

Thoughts going forward:

- If PR remains a committee of one, I would strongly suggest that the chairs establish a proofreading subcommittee that reads the newsletter and program for content and accuracy to avoid errors.
- Might be worthwhile to invest in some small signage (like the political lawn signs around town) that can be placed in various high-visibility yards to help with publicity. Rotary poster and signs at the school are great but some of the smaller flyers are hard to spot. Signs are inexpensive and can be used for multiple years if you print/laminate in the school copy center.
- Might be fun to have 5th grade students work on poster art for their supper the following year. Would have to be done by the end of 5th grade as PR needs to be in the works even before school starts.
- Chairs should discuss whether the expense of having color marketing materials is worth the costs and build it into the overall event budget if so. Otherwise, we should use the simplified BW art (or create something new) to save printing costs.