

Spaghetti Supper Publicity Committee 2015

Committee Name: Publicity

Summary of Responsibilities:

- Write press releases for the Mosquito, the Buzz, and PTO email blasts. Submit Mosquito Press releases directly to the Mosquito. School-related (PTO) press releases go through the PTO publicity chair, which sends them out at the correct time. For Buzz Submissions – send press releases to Claire Wilcox.
- Design, print, and distribute newsletter to all sixth-grade students (in 2015 – Co-chairs did this directly)
- Design, print, and distribute flyers to all CPS students
- Design, print, and post full-color and black-and-white flyers at strategic places in Carlisle
- Design, print, laminate, and place large sandwich board posters at strategic locations in Carlisle. Sandwich boards available to reserve through PTO (contact PTO Publicity Chair in advance).
- Design, draft, and print program to be handed out at supper
- Design, print, and laminate large poster thanking all donors. This poster is displayed at the raffle table during the supper.

Detailed Description of How You Accomplished the Above:

We had two people working on publicity. We divided the tasks as such: one person did all design and layout: logo, flyers, posters, and program as well as did printing coordination. One person reserved town rotary sandwich board placement, wrote and submitted the press releases, reserved/managed other sandwich boards, helped with printing, procured some supplies (paper for program). We worked together as needed.

Time Line of Duties:

Late Spring

- Attend initial Spaghetti Supper Chair meeting and get binder
- Reserve Rotary space for week prior to the supper. Call Town Hall at 978-369-6136.
- Submit “Save the Date” notice to the school year’s final Buzz and CSA’s final weekly email.

Late August/September

- Submit notice for the Buzz's first edition. Buzz Submission to Claire Wilcox, and all other school-related notices go through CSA publicity chair.
- Have the press releases for the Mosquito ready in advance. First release in the beginning of September, then four more prior to the Supper, depending on the number of Fridays before the event.

September

- Contact Kerry Lyons (klyons@carlisle.k12.ma.us) in the Copy Center. They print all the materials for the school and help out with printing (and laminating as needed) the newsletters, flyers, posters, and programs. Give them a basic timeline for what you will need. Kerry was very helpful.
- Newsletter: It went out to all sixth grade students in mid-September. There is a template on the 2012 disc. This is an informational flyer for sixth-grade families, with key information about what kids need to wear, how much tickets cost, samples of raffle items, etc. It goes out in mid-September. You need to coordinate with various chairs to get information needed (in our case the co-chairs created and printed the newsletter without much help from Publicity – we only provided editing feedback).
- Flyers: This contains the barebones basics about the supper and goes out to all CPS students. We provided colored paper to the Copy Center. The supper chairs decide when this flyer goes out.
- Sandwich Board posters: A 6th grade parent donated printing by printing the posters for the sandwich boards at his office (requires a large format printer).
The school's Copy Center can only print two colors. In the past, the Copy Center printed some of them and some were printed at Budget Printing in Concord for the four-color posters. Ricky Krug is the owner, and he was very generous and gave a discount price. We mentioned Mary-Lynne Bohn's name, as she has a wonderful relationship with him. The Sandwich boards are stored in the PTO shed behind the school. Contact the PTO Publicity Chair for access to reserving the sandwich boards as well as access to the storage shed. Reserve the boards in advance, as we competed with other events for the use of the sandwich boards. We used 5-6 sandwich boards.
- Lawn signs: We did not do lawn signs.

- Submit the weekly press releases for the Mosquito directly to the Mosquito. Also submit the notice for the October Buzz and weekly CSA emails.

Two weeks prior to the event

- Post 8 ½ by 11 flyers throughout the town at all the usual locations. Library, Ferns, Post Office, Transfer Station, Kimballs, Town Hall, Diment Park, Carlisle Public School.
- Place Sandwich Boards. We used 5-6 sandwich boards, and we placed them at the CPS entrances, in the Rotary, in front of a house on Rt. 225, and in front of a house on Concord Street. We asked permission of the homeowners before placing the sandwich boards. The Rotary sign usually goes up one week prior to the event (this year the Rotary wasn't available then, so we reserved it 2 weeks before the event). (See above about reserving this prime location, needs to be done well in advance.)

Seven to Ten Days prior to the event

- Programs. Coordinate with the Raffle committee and any other committees that receive donations. The Raffle committee works until the last minute, so this is a very intense process. The information changes daily, so be ready to put in a lot of time at the end.
- More on programs: Please see 2015 samples. We included all of the sixth-grade team, including aides and special educators, which is important. You can get the list of the sixth-grade team from Claire Wilcox, assistant to the superintendent. You can also get the class list from her (goes in the back of the book). We worked closely with Raffle Chair to determine Sponsor groupings and specific listings.
- A 6th grade parent procured two paid advertisements for the program – inside front cover and back cover. The advertisers need to provide PDF files of their advertising artwork, as well as payment in advance of the event.
- The Copy Center printed the programs. They were ready the Monday of the supper, which was cutting it a bit tight. We provided colored paper, donated by a 6th grade parent. We printed 600.
- Thank You poster. We worked with Raffle Chair on Thank you Poster. It was displayed at the Raffle table at the event.

After the event

- Remove sandwich boards give them back to PTO.
- Submit thank you letter to the Mosquito (in 2015, the Co-Chairs did this).

Purchasing Requirements: 8 ½ by 11 Colored paper (we did blue) for the programs and flyers. Printing of large posters.