P&C Communcations Plan

## Template with guide (in red!)

# Aim(s)

To promote the P&C – and what we do – in order to enhance appreciation and increase participation.

Demonstrate the value – and fun – of being involved with the P&C.

(The aim can be general or specific and should align with the P&Cs overall Goals)

# Messages

For the Messages and Audience, think “what do we want to say to who?” You could Brainstorm this at a P&C meeting.

* Get involved with the P&C – join our email list
* It’s fun and supportive
* Everyone benefits
* Volunteers get a feeling of satisfaction and accomplishment
* Specific information about each fundraiser
* We run the uniform shop – here's how you buy!

Once you have messages, you can say them, in different forms, over and over in all your communication channels. All your communications should align with one or another of the messages, if not, ask yourself, why are we saying this?

# Audience

Be specific in identifying your audience. It may be simply “school parents” but maybe you want to target “parents with spare time”; “parents of preschool and kindy kids”; or maybe you want to specifically appeal to dads.

Once you have your Audience and Messages, pause and reflect. Perhaps there is an appropriate new idea, new channel or new activity – how can we best say *this* to *these people.*

# Communication Channels

Specify which communication channels you will use, from most important.

If you have a specific Audience, think about how to reach them. Where do they get their information from? Where do they ‘hang out’?

* School newsletter
* Facebook Feed (P&C or school)
* Emails to mailing list/via school
* School’s front sign
* Face to face opportunities

It can be helpful to note which messages fit best with which channels – eg the school sign is a great place to remind about raffle money being due back.

# Key dates and opportunities

Specify key dates and how you will make use of them – *link to messages/aims (italics)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Event/opportunity** | **Planned activities** | **Aim of activity** |
|  | First Day of school – new students | Tea and Tissues for parentsUniform shop open | Warm welcome, support, have P&C visible.*It’s fun and supportive*Understand *how uniform shop works* and hours etc |
|  | School’s Term 1 welcome BBQ and info night | P&C table with ‘who we are' brochure, mailing list sign up sheet, minties to give away and smiling P&C faces. | Warm welcome, P&C visibility and purpose, collect details of interested parents for mail list |
|  | AGM | IcebreakerPresident “report”Two week ahead – Agenda out and position descriptions  | *Fun and friendly*Show relevance of P&C and what it achieved. *Everyone benefits* |
| 15-21 May | [National Volunteer Week](https://www.volunteeringaustralia.org/get-involved/nvw/) | Morning tea – with FB postsWrite up of a volunteer and what they love about helping | Thank everyone, make them feel appreciated *Everyone benefits* *Volunteers get a feeling of satisfaction and accomplishment* |
|  | Disco | Take photos of volunteers and share on Facebook | Show role of volunteers*fun and supportive**Everyone benefits* |
| aug | [Bookweek](https://cbca.org.au/cbca-book-week) | Family event while they are at school for parade? |  |
|  | Bunnings BBQ | Set up online roster then ask for volunteers (share link) by EmailFacebookIn Newsletter.Decide what $$ will be used for and include that Take photos of volunteers and share on FacebookTake photos of what was purchased with $$ raised and share in school newsletter | Get volunteers!*Get involved with the P&C**Everyone benefits**Volunteers get a feeling of satisfaction and accomplishment* |