



SCJ PARENT ASSOCIATION

PA COMMUNICATION SUBMISSION GUIDELINES 2026- 2027

Please follow these guidelines when requesting the PA to send out school communications on your behalf. This applies to all event-related or general communication requests.

EVENT COMMUNICATIONS

Most events will require two types of communication:

1. **Event Promotion**
 2. **Volunteer Requests**
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EVENT PROMOTION

Flyer Design

Most events need a colorful flyer for school emails, [SCJPA.com](https://www.scjpa.com) weekly announcements, and campus posting. Please submit 8.5 x 11" letter-sized flyers in .png or .jpg formats. Formats sent in .pdf format can create display issues when attached to emails. You may want to use [Canva](https://www.canva.com) or other free programs with templates that can be modified to quickly create your flyer.

Email Communications

Your email should quickly answer: *What, Where, When, and Why*. Include clear steps for how to participate.

- To save time, use [ChatGPT](https://www.openai.com) to draft or edit your email. A sample prompt:

"Please help me draft an email using the info below. The audience is elementary school parents who receive a lot of information. Edit for clarity, brevity, and make it fun. No emojis."

- Once finalized, add any links ([ChatGPT](#) often breaks them, so add them afterward).
- Keep it simple and avoid unnecessary formatting, colors and fonts. Use default fonts. Unnecessary formatting increases the chance that errors will occur when the email is disseminated to parents via GradeLink. Consider sending your draft email to yourself to check for display errors.
- **PROOFREAD your email *before* submitting.** It is not Adrian Sanchez del Campo's job to copy edit your email. Check your dates, links and email addresses for accuracy.

SCJPA.com Announcement + Calendar

Create a short, one-paragraph version of your email for the website and PA calendar listing. Please limit your announcement to one paragraph and avoid bullets and numbering whenever possible. Use [ChatGPT](#) for assistance condensing your email communication to this short format.

VOLUNTEER REQUESTS

You may want to include volunteer request info in your event announcement or send it as a stand alone email. When creating volunteer request content, be sure to clearly state: *What, Where, When, and Why*. Include clear steps for how to participate such as the link to your SignUp Genius where parents can sign up to volunteer.

SUBMISSION INSTRUCTIONS

Send your flyer, full email text, and [SCJPA.com](#) announcement to Adrian Sanchez del Campo at scjpacommunication@stcyrilschool.org.

DEADLINE: *Sunday night for inclusion in the following week's update.*

Each event can receive:

- Inclusion in the weekly PA email
- Up to **two stand alone emails** (subject to PA discretion)