



AHS eBlast Guidelines

- Email to: communications@arcadiapto.org
- Deadline: **Monday at noon**

- Content
 - Send COMPLETE ARTICLE that has been spell checked. We do not write or proofread your article.
 - Be brief, or we might shorten your article. See previous eblasts for examples.

- File Type Preference
 - JPG Image for eBlast (logos, photos, etc)
 - PDF Forms/Flyers Readers Need to Print
 - Links We would love to include in your article!

- Order of Articles in eBlast
 - The sooner an update is received, the higher it is in the eblast.
 - Events that involve the greater school participation (plays, Future Titan Night, etc) are placed higher.

Guidelines for AHS Booster Clubs :

1. A Booster Club must be in good standing with the PTO in order to use eBlast.
 - All booster executive officers are paid PTO members for current year.
 - PTO treasurer must be listed on all booster bank accounts.
 - Booster Executive Contact Information Form completed for the current year.
 - President & Treasurer attend Boosters 101 annual meeting
 - Tax records completed by July 1st in previous year.

2. EVENT ADVERTISING - You may include a mini-calendar in the body of your text. The primary eblast calendar at the top is for PTO and school events only because of space reasons. *Events requiring longer-term publicity, we will run a blurb a few weeks ahead, take 1-2 weeks off, then run a reminder the week of the event.*

3. FUNDRAISING EVENTS (DEFD, etc) - published 1-2 weeks prior to the event. (depending on the day it falls on.) *Why? This allows for maximum representation of all clubs and sports without cluttering the eBlast. Also, this amounts to free advertising for the business, which detracts from our paid sponsors.*

Guidelines for Neighborhood News outside AHS:

We will post notices in the eBlast for community organizations and events on a case by case basis. The event must be open to the public and in the Arcadia High School student boundaries.

How to Share News with Arcadia Schools:

If you would like to share your news with other schools in our Arcadia Complex (Future Titan Nights, etc), please email the following emails to request to be in their newsletters.

Hopi	Tavan	Echo Canyon K-8	Ingleside Middle School
marketing@hopitpta.com	tavanprincipal@susd.org	communications@echocanyonpto.com	communications@inglesidepto.com