



Paul Revere Charter Middle School PRIDE Booster Club & PTSA

Communications Guidelines

The purpose of **PRIDE Booster Club** (PRIDE) is to raise funds for the improvement of education quality provided to Paul Revere Charter Middle School (Revere) students. The purpose of Revere's PTSA is to advocate the health, welfare and safety of Revere's students. PRIDE and PTSA's fundraising processes involve soliciting third-party vendors and sponsors. Vendors and sponsors are subject to approval by the PRIDE and PTSA Boards of Directors, Revere's Principal and Revere's Parent/Community Liaison, in their sole discretion.

These Communications Guidelines ensure that the parent body will remain informed of school-related news, but will not be subjected to unauthorized solicitations by vendors or sponsors.

Permitted Communications

Communications with parents will be restricted to information pertaining to:

- Reminders about school hour changes
- Revere, classroom and teacher-specific communications
- PRIDE and PTSA Fundraising, including donor and sponsor acknowledgements
- Revere, PRIDE, PTSA and sanctioned community events and seminars
- News pertinent to Revere's families from PEP, Pali High, Palisades Library and other community organizations serving Revere's families

Communications will **NOT** be used to disperse information regarding:

- Unsanctioned, non-school related events
- Advertisements for businesses
- Non-school related parent events or notifications
- Non-school related teacher events

Revere family contact information may not be used for the purposes of solicitation by other Revere families, Revere sponsors or any other party.

Communication Methods

PRIDE and PTSA utilizes the following communication methods to meet the preferences and needs of Revere families:

- **Website** www.paulreverems.com – Revere's website, maintained by Revere's Parent/Community Liaison, is a primary source of information for parents/guardians and students and should be visited frequently. Certain sponsors are profiled on the website "sponsor" page and/or on pages relevant to specific events, and include hyperlinks to the sponsor's website.

- **E-Newsletters** – E-newsletters, created and sent by the PRIDE Communications committee as approved by Revere’s Principal, are a primary source of current information for parents/guardians and students. To receive the e-newsletter, recipients must “opt in” via a link on the Revere website home page. Certain sponsors are listed and/or profiled in e-newsletters as appropriate. Sponsor references may include hyperlinks to their websites.
- **Facebook** facebook.com/paulreverechartermiddleschool – Revere’s Facebook page, maintained by Revere’s Parent/Community Liaison and PRIDE’s Communications Committee, lists sponsors when relevant to specific events. Links to sponsor Facebook pages may be included.
- **Twitter** @paulreverems – Revere’s Parent/Community Liaison and PRIDE’s Communications Committee manage Revere’s Twitter account and tweets information pertinent to Revere families. Sponsors may be thanked or noted in tweets.
- **Printed Flyers:** The school strives to minimize paper distribution. When appropriate, sponsors may distribute flyers in the counseling office and/or main office that have been approved by Revere’s principal. Flyers must be provided at no cost to the school or PRIDE/PTSA.
- **6th Grade Email Tree:** To ensure 6th grade parents receive the most important Revere communications, the 6th grade room parents create class rosters and distribute pertinent information directly to parents via email. Certain sponsors may be thanked or noted in these emails.