



FINANCIAL SUPPORT

DIRECTORY

PURPOSE: TO COMPILE, PRINT, AND DISTRIBUTE STUDENT DIRECTORY

Front end:

1. Discuss advertising rates with VP and Co-Presidents.
2. Create or revise the two letters sent to prospective advertisers: 1) a letter on PTSA letterhead to previous year's advertisers regarding renewals and 2) a letter on PTSA letterhead to new prospective advertisers. Renewal letters should be mailed by June 30.
3. Work with art teacher to organize a cover contest (this should be discussed with the teacher at the beginning of the school year; a gift certificate to a local store may be awarded to winner).
4. Work with PTSA Executive Board and membership committee to estimate the number of directories to be printed, then solicit bids from local printers.
5. Compile information found in the front of the directory. The following outlines responsibilities for front-end information:
 - PTSA co-presidents should put together the school calendar, Purposes and Mission of PTA, and PTSA Board contact list.
 - North Fulton Council of PTAs, Georgia and National PTA info, and Board of Education information and administrative personnel chart can be taken from the individual web sites.
 - Local School Council chairperson should give front-end volunteer Local School Council information.
 - PTSA Corporate Sponsor Chair should supply list of business partners to thank.
 - Student directory sponsors page and cover design page - compiled by front end person.
 - All other information is supplied by the school - see one of the Front Office secretaries.
 - Information should be divided into 2 categories: Administration and PTSA.

Directory Compilation: The timeline for the student list of the Student Directory is as follows:

1. After the 10 day count, sometime in the third week of school, contact the data clerk for the student list from her database. Request for the list to be in an Excel spreadsheet file. Data fields needed are Last Name, First Name, Address, Phone Number, Parents Name, and Grade Level. The list is filtered so that those who have asked the school not to release their information will not be included in that list. The PTSA should also have a line on the Membership Form giving people the opportunity to "opt-out" of the directory. Responsibility for making sure these entries do not appear in the Directory is the responsibility of this committee.
2. The list of student records needs to be edited to ensure that there is only one listing per student with up to two parents named. This review and editing process should take a couple of hours.

3. A Word document is then created to put the data into print form; the Excel spreadsheet file is merged into the Word document. It may take several hours and a number of different tries to get the font and style correctly chosen in order to make the merged document readable and looking professional. Again, this piece of the process may take only a couple of hours, or it could take six hours, depending on the comfort level of the person who is working with the software, and familiarity with preparing merged documents.
4. The prepared files are then electronically transferred to the printer.

Directory Distribution - This job begins in October when the directories go to the printer.

1. Solicit five volunteers per day for one week during lunch periods and set up a schedule to distribute directories to the students. It will be necessary to work closely with the membership chair on this, as the list potentially changes daily. She will give you a list of who receives a directory and how many they receive. NOTE: Labels can be made by mail merging the membership file.
2. Request two tables and five chairs to be set up in front of the cafeteria by a custodial staff member for these days. A secretary in the front office can assist you with this.
3. On Monday of the following week, get another group of 6-8 volunteers for several hours one day to write the student's name and homeroom teacher on the back of the leftover directories of the students that did not pick theirs up, and then alphabetize them according to the homeroom teacher's name (This also requires custodial help. You will need 3-4 tables with 6-8 chairs). This is a big task, as there may be a lot of directories left!
4. The day before homeroom, you only need about four volunteers to help put the directories in the teacher mailboxes. Ask a custodian to help you carry the boxes of directories to the mailroom. Put the directories in the teachers' mailboxes the day before homeroom—not sooner because they will get misplaced.

Store any leftover directories in the PTSA office. You will have over the next two months about 50 new memberships or accidentally skipped directories to distribute. You won't need volunteers for this. Collect the data, then once a week, the day before homeroom, place the directories in the appropriate teacher's mailboxes. Every now and then you will receive a new membership throughout the year that requires getting a student a directory.