



D29 PTO Communications Guide 2025-26 School Year

Communications Protocols

Channel	Message Description	Recipients	Frequency	Who and When to Send Content
DirectorySpot	Monthly Matters – PTO’s long-standing e-newsletter to share detailed info about upcoming PTO programs + events, as well as recaps w/results of programs + events	D29 parents who have signed up for DirectorySpot	Monthly (<i>sent 1st Monday of every month</i>)	Who: PTO President When: No later than the Tuesday before the newsletter goes live
DirectorySpot	Stand-Alone Emails – Spotlight emails to get parents to take action (i.e., volunteer, RSVP to PTO events, etc.)	D29 parents who have signed up for DirectorySpot	As needed	Who: PTO President When: At least 2 days prior to when you want it published via DirectorySpot
ParentSquare	D29 Friday News – Brief reminders and info blurbs for upcoming PTO programs + events	All D29 parents	Weekly (<i>Sent every Friday</i>)	Who: PTO President When: No later than the Tuesday before the Friday News goes live
Instagram/ Facebook	Posts/Stories — Reminders for upcoming PTO programs + events and photos/thank you posts after programs + events	D29 parents who follow our accounts	As needed	Who: Communications Social Media Chair When: At least 2 days prior to when you want it posted
Room Parents	Email Requests – PTO programs + events “last call” reminders	All parents, segmented by grade and class	As needed	Who: PTO Vice-President When: At least 4 days prior to when you want Room Parents to send the email

Logo and PTO Color Codes

- You can download a jpg of the PTO logo [here](#)
- PTO web color codes:
 - Blue: #2d5eaa
 - Yellow: #ebdb3e
 - Gray: #4c504f



Communications Best Practices for PTO Committees

- Create a communications schedule for the month leading up to your event.
- Communications sent to parents should include 1) written blurb; 2) graphic; 3) links to registrations, sign-ups, websites, etc. where relevant; 4) info on who to contact with questions
- Plan on sending out comms to parents with the following frequency:
 - One month prior in the PTO's Monthly Matters e-newsletter
 - *Example: If your Committee's event is Nov 6, submit content for the October Monthly Matters by September 30*
 - Every Friday for 2-3 Fridays before event via D29 Friday News
 - *Example: If your Committee's event is Nov 6, submit content for the first D29 Friday News by October 21 (for inclusion in Oct 24 Friday News)*
 - Once per week for 2 weeks before event via DirectorySpot and PTO social media
 - *Example: If your Committee's event is Nov 6, submit content for the DirectorySpot or Social Media posts by October 21 (for posting on October 23)*
 - Day before or day of event reminder via DirectorySpot and Room Parents email (as needed)
- Please include the PTO logo on your graphics (accessible [here](#))

Questions?

Contact president@district29pto.org.