

Fall 2013 Registration Best Practices & Planning

**San Ramon Valley Council of PTAs
San Ramon Valley Unified School District
February 25, 2013**

Registration Process

Step 1: SRVUSD Registration

Step 2: School Site Registration Walk-through

Registration Process

Step 1: SRVUSD Registration

- Online via Infinite Campus
- Ability to update previous enrollment information (i.e. emergency card)
- New mandatory requested information (Federal requirements)
- New optional requested information (i.e. other household members)
- Annual agreements and Student Insurance program enrollment
- Not Included: Free/Reduced Lunch Program Application Form
- Process
 1. Parent receives instructions from SRVUSD.
 2. Parent reviews, updates and submits information online for approval.
 3. School office staff reviews and approves submitted registration.
 4. Email sent to parent confirming registration approval with next steps (Registration Walk-Through).

Registration Process

Step 2: School Site Registration Walk-through

Organizations

- School – Donations, spirit wear, supplies (PE clothes, planners, etc.)
- PTA – Memberships, donations, programs, events.
- Education Fund / Academic Boosters – Donations
- Music & Athletic Boosters – Donations
- All – Volunteer signups, skills/interests identification

Best Practices: Increasing Donations

Communications – What

- Objective/purpose
- **Why it's important**
 - The specific benefits to their child, the students, the school, etc.
 - Examples of how their donation will make a difference
 - Example: <http://www.youtube.com/embed/MW5pyjBzkoY?rel=0>

Best Practices: Increasing Donations

Communications – What

- Objective/purpose
- Why it's important
- Specific measurable goals and timeframes
- **Show where the money goes**
 - Charts and diagrams
 - Reinforce that the money is being used well and appropriately
 - Be as transparent as possible

Best Practices: Increasing Donations

Communications – What

- Objective/purpose
- Why it's important
- Specific measurable goals and timeframes
- Show where the money goes
- Celebrate the successes of the past
- **Clearly specify the action you want the parent to take.**

Best Practices: Increasing Donations

Communications – What

- Objective/purpose
- Why it's important
- Specific measurable goals and timeframes
- Show where the money goes
- Celebrate the successes of the past
- Clearly specify the action you want the parent to take.
- **Say “Thank You!”**
 - Show appreciation immediately
 - Engage your parent supporters and increase their sense of participation
 - Remind them why their contribution is important
 - Thank them again later and update them on the goals and impact it had

Best Practices: Increasing Donations

Communications – What

- Objective/purpose
- Why it's important
- Specific measurable goals and timeframes
- Show where the money goes
- Celebrate the successes of the past
- Clearly specify the action you want the parent to take.
- Say “Thank You!”
- **Regularly report outcomes and showcase your results!**

Best Practices: Increasing Donations

Communications – When

- All the time – Website
- Regularly (monthly) – Email
- As needed during key moments of a donation drive – Email, print flyers, banners

Best Practices: Increasing Donations

Communications – How

- **Email**

- Keep the design simple
- Keep the content short, simple and to the point
- Use short text blocks (< 150 words) with bolded headers/headlines
- Use bulleted or numbered lists to emphasize key points, elements or steps.
- Don't go crazy with the font types, sizes, colors and treatments.
- Attachments (PDF) versus links
- Make the content enjoyable to read with a positive tone
- Put important actionable subjects a separate dedicated email
- Embed images or text links to videos or a website page with more information
- Subject Lines
 - Short, descriptive and intriguing
 - SPAM trigger terms
- Check grammar!!

Best Practices: Increasing Donations

Communications – How

- Email
- **Videos**
 - Personal, simple and informal – iPads, YouTube
 - Promote parent leaders, teachers, students, families.
 - Short, frequent, regularly timed installments
 - Examples
 - http://www.youtube.com/embed/j_4gSe-Sr6A?rel=0
 - <http://www.youtube.com/embed/GRw3MODqqtw?rel=0>

Best Practices: Increasing Donations

Communications – How

- Email
- Videos
- **Websites**
 - Information repository for EVERYTHING
 - Have multiple working email communication methods

Best Practices: Increasing Donations

Communications – How

- Email
- Videos
- Websites
- **Engage parents on a personal level**
 - Use the most effective method of communication
 - Customize your communications based on the actions, interests, and characteristics of the parent.

Best Practices: Increasing Donations

Communications – How

- Email
- Videos
- Websites
- Engage parents on a personal level
- **Don't worry about making it perfect – Just do your best and get it done!**

Best Practices: Increasing Donations

The Donation Experience

Physical or Online

- Make donating simple and easy
- Keep your form simple by removing unnecessary fields
- Communicate the need online with a video
- Allow parents to make an online “donation” commitment

Best Practices: Increasing Donations

The Donation Experience

Online

- Present the donation/program/event opportunities that only apply to that family
- Engage them quickly and keep them focused using short videos
- Avoid distractions (i.e. links, navigation)
- Simplify the number of payment amount options
- Don't leave editable amounts blank!
- List amount selection options from highest to lowest
- Use large colored donation buttons
- Follow-up with personalize and target emails based on the parent's actions/selections

Best Practices: PTA Membership

- Communicate the benefits being a PTA member specific to your school and PTA unit.
- 10 Reasons to Join the PTA
http://www.slideshare.net/believekids/10-reasons-to-join-the-pta?from=ss_embed
- Incentives
 - Discounts on PTA programs, events or items (i.e. yearbook)
 - Free member appreciation events
 - Early entrance or pre-registration to events
- Example: http://www.youtube.com/embed/Fbj4a3o_9Zw?rel=0

Best Practices: Registration Walk-Through

- **Start planning no later than the end of April**
 - Registration walk-through dates
 - Program and event offerings, pricing and discounts
 - Donation amounts
 - Online or manual registration
 - Payment options
 - Needed volunteers
 - Volunteer staffing requirements

Best Practices: Registration Walk-Through

- Start planning no later than the end of April
- **Communicate to parents**
 - Registration process and dates
 - Registration walk-through pre-requisites
 - Registration completion requirements
 - Registration walk-through flow and stations (diagram)
 - Individual station requirements (if any)
 - List of what/who to bring
 - A short video for parents on what to expect at your school

Best Practices: Registration Walk-Through

- Start planning no later than the end of April
- Communicate to parents
- **Clearly label each individual station**
 - Numbered/lettered station names on signs
 - Different colored balloon for each station

Best Practices: Registration Walk-Through

- Start planning no later than the end of April
- Communicate to parents
- Clearly label each individual station
- **Control the directional flow of traffic**
 - Line dividers, lane separators, etc.
 - Painters tape on the floor

Best Practices: Registration Walk-Through

- Start planning no later than the end of March
- Communicate to parents
- Clearly label each individual station
- Control the directional flow of traffic
- Train volunteers at least 2 days before registration walkthrough day
- Create a handout or short video for volunteers
- Have a greeter at each entrance
- Have a greeter and a bouquet of balloons at your entrance
- **Look and function like a team!**
All volunteer in parent organization or school t-shirts