

Video Content Recommendations & Examples

- **Principal Welcome Video** (On the Welcome Sign-in Page)
 1. Introduce yourself at the Principal and welcome parents to the school online registration.

“Our school online registration system which you are about to begin, will make registration walk-through at school much easier and more efficient.”
 2. Communicate how excited you and the teacher are for the upcoming school year.
 3. Briefly Explain
 - a. What makes your school so great
 - b. The new or continuing goals for the upcoming school year
 - c. The importance of parent contributions and involvement to continue its success
 4. Close Strong
 - a. State how excited you and the teachers are for 2013-2014 school year.
 - b. Thank parents for their support.
 - c. Looking forward to seeing you at registration on <day(s) of registration>

[Example 1](#) | [Example 2](#)

- **PTA Membership Video** (1st item in Step 3)
 1. What is the PTA?
 2. What does the PTA do? Programs, events, activities at school and in the community.
 3. How does this benefit my child, family, school and community?
 4. Why should I become a member? Summary of benefits.

[Example](#)

- **Grade-Level / Classroom Donation Video** (follows PTA Membership items in Step 3)
 1. State (and show) specifically what the donation is used for – Specific supplies, specific educational tools or applications/programs, specific field trips, etc.
 2. Thank parents for their generous donation and supporting their child’s classroom and teachers.
 3. If you have grade-level teachers in the video, state they look forward to meeting them and an exciting year of learning.

[Example 1](#) | [Example 2](#) | [Example 3](#)

- **Ed Fund Donation Video** (Step 4)
 1. What is the Ed Fund and why does it exist? Purpose and mission.
 2. How much of the donations go to my child’s school?
 3. What school programs has it funded in the past?
 4. What things does it want to fund this year and how much is needed? Goals.
 5. How does this benefit my child and the school?

[Example](#)

General Recommendations

- *Make it Personal.* Make your messages more engaging by having people from your school in your video (i.e. organization leaders, Principal, grade-level teachers, students).
- *Keep it Simple and Short.* While music and fancy animation transitions are really cool, focus on communicating what’s most important in the shortest and simplest way.
- *Make it Visually Meaningful.* Show the actual things and programs that contributions and memberships actually goes towards. Candid photos of students benefiting from the donations increases the meaning and importance.
- *Have a Strong Closing Summary.* Stress the importance and benefits by ending with a short summary of how the donation or PTA membership will directly impact their child and the school.
- *Say “Thank You”.* Assume the parent is going to take the desired action by thanking them.