

*Snow Academic Achievement Scholarship*  
*Communication Guidelines*  
*2023 – 2024*

This memo is to inform seniors pursuing a *JBS Academic Achievement Scholarship* opportunity about the **communication protocols that are to be followed when developing, organizing & leading a project.**

This guide specifies how communication is to occur with organizations, professionals (both outside and inside the school). It reminds you that your communication is a representative of self & the school.

**Communications (In General):**

**An email is not a text**, so the **message written** is to be **polite, educated, professional, and formal.**

When sending communications to school personnel and / or to an organization's representative, **use your school email.** This provides you with a record of communication.

- Please include Mr. Bateson and Mrs. Gronosky in the email thread.

If providing a telephone number on a flyer or in a letter (to allow for questions or more information), use the HS Guidance Office's number (315) 298-5103, ext. 5008. **Do not use your personal cell #.**

**Email Guidelines:**

When writing to an organization, an organization's representative, and / or school personnel (ie. teacher, administrator, etc.), the written message needs to be clear and easily understandable. Remember the people to whom you are writing can provide either help and support, or can deny a request. Also...

- **Clear communication is more timely and efficient.**
- When seeking permission or when posing a question, the **communication should not make assumptions and / or demands.**
- **Communications need to be timely**, especially when requesting a response or seeking permission. An emergency on your part does not constitute an emergency on the part of others.
  - **Plan for and allow ample time for communication.**

**Negative Examples - What Not To Do:**

- When writing to a building principal to request that flyers be placed in the building: The message should not be: *"Hi Mr. Fahnestock, I am sending you the flyer that is to be hung in the building tomorrow for my senior project..."* or *"Hi Mrs. Hendry, I sent over 100 copies of flyers that are to be placed in the teachers' mailboxes..."*

Both of these emails make assumptions that the flyers are approved. The senior should be asking the person to read and approve the flyer. In addition, the second example does not specify who is sorting and placing flyers in mailboxes. Lastly, these examples do not allow for time for edits and revisions, and needed communication between the administrator and the senior.

**NOTES:** When planning, provide enough time for the principal to review the document(s) and determine if it is in need of revision, and then send the document back if edits and / or revisions are needed.

If requesting that the flyer be placed in teachers' mailboxes, remember it is the senior's responsibility, as the leader of the project, to find out how many copies are needed, make the copies, and place them in mailboxes.

**IMPORTANT:** It is the student leading the project that is responsible for getting the message approved, making copies, distributing copies, hanging the flyers, and taking the flyers down after the event.

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**Letters Requesting Donations / Flyers for the Community:**

- A. **Letter Requesting Donations:** It is the responsibility of the senior to create a draft of the letter and send the letter to Mr. Bateson for proofreading / revision prior to distributing the letter in the community.
- **The letter needs to be approved, and once approved will be placed on school letterhead.**

**The content of the letter should contain the following:**

- **An introduction of yourself and the issue / cause** you have identified. Here is an example, but do not use this exact text, make it your own:

*Ex. Hello, I am [Your Name], and I am a senior at Pulaski High School. This year I am organizing a community service project based on a civic issue that affects many people. The issue that I am trying to raise awareness about and also build support for is [your topic / issue].*

- **A description of your project and the rationale as to why this issue / cause is important to you and the community.** This should be brief.
- **A request for the support you are seeking** - this could be a donation (money or good or service), or just seeking permission to hang a flyer in the location and advertise the event.
- **A statement that the organization will be recognized / promoted at your event** for their support. *Ex. Thank you to our sponsors... please consider supporting our local sponsors...*
- **A polite closing salutation / thank you, that includes contact information** (your school email and the school's number - Guidance Office extension); this is in case people need to get in touch with you after you visit them.

If you need assistance, I do have examples that can be shared; please just reach out to Mr. B.

- B. **Flyers for the Community:** It is the responsibility of the senior to create a draft of the flyer and send the flyer to Mr. Bateson for proofreading / revision prior to distributing it in the community, or in the school buildings.
- **The flyer needs to be approved, and once approved it can be distributed or hung in the community / school.**

**NOTES:**

1. Please send Mr. B. the flyer, prior to seeking building level permission from principals to hang flyers in the school buildings.
2. Don't forget to contact Mrs. Peter to get your event or project on the school calendar (if needed), and to schedule the week when you can market your project / event / cause in the school building.
  - a. **Flyers and electronic announcements can be posted prior to the week of marketing your event.**
  - b. **Marketing the event** entails scheduling and setting up a booth in school; distributing information or items during lunches; selling tickets, etc., placing a message on the morning announcements.
3. **Should you ever have any questions, please email Mr. Bateson and he is happy to help.**