

School Newsletter Communication Sample

Include details in newsletters for all months during and including kick-off to completion. Tell readers where to find rules & entry form.

Sample:

EVERYDAY HEROES: THE POWER OF ONE

We are excited to be kicking off the 2015-16 Honoring Our Heroes Essay program on **{Insert your kickoff day here - example November 11th, Veterans Day }**. Honoring Our Heroes is a writing program that encourages students to discover, honor, and write about real-life heroes - role models displaying generosity, trust, persistence, dedication, leadership, creativity, caring, bravery, imagination, service, gentleness, courage or compassion. Students are asked to redefine media-hyped and cartoon heroes such as professional athletes, movie stars, and rock musicians and instead recognize someone who has made a more personal impact on the student's life such as a family member, doctor, public safety officer, soldier, or teacher.

What a great opportunity to honor someone who may not even know what a difference they are making in your student's life!

The student entry form can be found on the PTA website or by clicking here **{Insert link to website}**. Entries are due by **{Insert Deadline}**.

Please contact **{Name}** at **{Email address}** or **{Name}** at **{Email address}** with any questions.

Morning News/Principal Callout/Teacher Blog Announcement Sample

If your school has a morning or afternoon news crew, submit a short paragraph to be read. Consider asking a former winner or participant to read the blurb - or even the essay, if not too long.

Sample:

EVERYDAY HEROES: THE POWER OF ONE

As we celebrate our military heroes this Veterans' Day, **{Insert your school}** will kick off the annual Honoring Our Heroes Essay Program! This program provides you, the students, an opportunity to write an essay honoring your real life hero who has made an impact on your life. Information will be sent home this week with program details. You can also find information on the PTA website. Winners will be recognized with **{Insert recognition type - i.e. party, pass, certificate etc}** and the first place winners from each grade level will be recognized at the East Cobb Council level which includes 35 schools in our area. We cannot wait to read about your real life heroes!

School Sign Announcement Sample

Your school may have a message marquee or a scrolling message board where you can also advertise the program.

Sample:

Heroes Writing Program Is Here!- Essays Due Jan 22nd. See PTA website for more information.