

STRAKE JESUIT MOTHERS' CLUB COMMUNICATIONS GUIDELINES 2019-2020

+CONTACT:

Mothers' Club Communications Chair: Tracy Ruffeno
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+GENERAL:

Strake Jesuit and the Mothers' Club are committed to communicating with school families electronically. All regular Mothers' Club news will be published in the periodic Mothers' Club Newsletter and/or included in the school's Friday e-mail publication, known as the "e-Blast".

Requests for articles and announcements in the e-Blast and/or Mothers' Club newsletter should be submitted to the Mothers' Club Communications Chair – Tracy Ruffeno, whose responsibility it is to forward that information to Dan Pepe, Director of Communications, for posting and dissemination. Please understand: +as there are more than 80 Mothers' Club committee chairs, the request to centrally coordinate information from the Communications Chair to Mr. Pepe is for logistics; and +all submissions are subject to editing by the Mothers' Club and/or the school.

+SUBMISSION GUIDELINES:

1. Please send your submission to the Mothers' Club Communications chair, **Tracy Ruffeno (truffeno@aol.com)**. **Microsoft Word or jpg is preferred.** If you have any questions, please contact Tracy at (713) 410-5143.
2. Corresponding photographs and/or graphics may be submitted for consideration, but are not required. Please attach photos and graphics files (**.jpg or .pdf**) separately, rather than embedding those into the Word document.
3. Please include your contact information (e-mail and telephone number), in your article or announcement.
4. All submissions may be subject to editing for brevity or clarification.
5. Deadlines are firm. Please consider when you would like your submission published and plan ahead. Early submissions are welcome.

+FRIDAY E-MAIL BLAST ANNOUNCEMENTS:

Announcements for the e-Blast are designed to be short and for very timely subjects only.

All requests should be submitted to Tracy Ruffeno by 5:00 p.m. Wednesday to be considered for inclusion in that Friday's e-Blast. Announcements generally are repeated no more than twice, but this is subject to the discretion of the Mothers' Club President, Mr. Pepe and/or the school administration.

+MOTHERS' CLUB NEWSLETTER:

The Mothers' Club Newsletter will be published at least four times per academic year (August, December, February and April). The Newsletter will be posted on the Strake Jesuit web site, under the Mothers' Club Link. Notification of a new issue is announced through the Friday e-Blast. Older issues remain online all year.

Articles should be concise, but complete, and should include all necessary information and details, including contact information. Links to documents (such as an invitation or a volunteer form) and to sites on the Strake Jesuit web site may be incorporated in articles. Please send a .pdf or .jpg file of any document to be linked to the relevant article.

+Tentative publication outline for the 2019-2020 academic year:

WELCOME BACK NEWSLETTER

- From the President (each issue)
- Looking ahead (each issue)
- A Round of Applause (each issue)
- Kroger/Randall's Grocery Program
- Meeting dates for MC
- Welcome Brunch
- Follow Your Son's Schedule
- Faculty/Staff Appreciation Lunch-Senior Class
- Parent-Teacher Meetings
- Catholic High School College Fair
- Homecoming
- Museum
- Care Team
- Mother-Son Luncheon
- Library Support
- Mothers' Club Closet

OCTOBER NEWSLETTER

- Catholic High School College Fair
- Homecoming
- Mother-Son Luncheon
- Mothers' Club Weekend RLC Retreat
- Student Dance Chaperones (Homecoming)
- Amistad (Homecoming Tailgate)
- Auction (Kick-off parties)
- Student Retreat Support (Freshman Drivers)
- Parent Teacher Meetings
- Freshmen Parents (Volunteer request for freshmen retreat)
- Auction
- Faculty/Staff Appreciation Lunch - Junior Class
- Christmas Fund
- Admission Support (Open House for Prospective Students)
- Christmas Tree Trimming
- Art Museum – Crusader Arts
- Alumni Moms Mass & Brunch

DECEMBER NEWSLETTER

- Christmas Fund
- Mothers' Club Board Meeting followed by Mass & Lunch
- Spring Fling
- Spring Fling Raffle
- Art Museum-Crusader Arts
- Admission Support (Open House)
- Auction

- Open House
- Parent-Teacher Meetings
- Museum - CrusaderARTS
- Christmas Fund Thank You
- Admissions Support (Entrance Exam)
- Faculty/Staff Appreciation Lunch-Sophomore Class
- Kroger/Randall's Grocery Program
- Nominating Committee

FEBRUARY NEWSLETTER

- Auction
- Parent-Teacher Meetings
- Spring Fling
- Spring Fling Raffle
- Museum
- Kroger/Randall's Grocery Program
- Admission Support (Accepted Student Reception & Open House for Accepted Students)
- Faculty/Staff Appreciation Lunch-Freshman Class
- Mothers' Club Lenten Retreat
- Blood Drive
- Mentor Moms
- Prom

APRIL NEWSLETTER

- Mothers for Others Installation Luncheon
- Mothers' Club Lenten Retreat
- Auction or Auction Wrap-Up
- Faculty/Staff Appreciation Lunch-Freshman Class
- Parent/Teacher Meetings
- Blood Drive
- Prom
- Junior Cross and Ring
- Alumni Moms Retreat
- Mentor Moms
- Spring Fling-Thank You
- Raffle Thank-You
- 2019-2020 Volunteer Form
- Baccalaureate Mass & Graduation
- Museum
- Faculty/Staff Appreciation Dinner
- Golf Scramble

MAY MEMORIES e-BLAST