



## Theme

The committee should select a theme. It could be a theme that your school has established for the entire school year, a theme that will carry you into the next school year, or one selected specifically for the event. If your school has a motto, you might want to derive your theme from it. Another possibility is tying the theme to a national holiday or major education event such as Education Week. Using holidays with religious overtones is inappropriate.

## Printing Invitations and Event Programs

Printed materials are important tools for emphasizing your theme. The invitation can be designed at your school or you can ask the Graphic Arts Department to assist or solicit the help of a local designer/printer. Materials prepared by your school should be "camera-ready" when delivered to a printer and should include:

- School name and address
- The event
- Date, time, place
- RSVP telephone number
- District name and logo
- Names of School Board Members
- Superintendent



Please provide the **Community Relations Department** with a copy of your material so it can be checked to make sure that all the appropriate information has been included. Some schools may want to print an event program. It can be a nice memento of the occasion, especially if you are opening a new school. It will take about three weeks for the Graphic Arts Department to produce "camera-ready" material. There is a cost for this service.

You can use the **District's Printing Services Department** or work with a local printer. Since printing can be costly, you may want to ask your business partners to help defray this cost. An attractive postcard in place of an invitation that requires an envelope will save money and postage. Regardless of whom you use for printing, determine how long it will take for all materials to be printed (usually about two weeks).