

# SECTION 1 - GENERAL POLICIES

## CHAPTER PUBLIC RELATIONS GRANT PROGRAM

### **Background:**

This is a two-year program and part of PSE's overall Stepping Up for Smarter Safer Schools public relations campaign. This is a critical time to educate communities and the legislature about the many contributions educational support professionals make in the education process. The PR campaign is part of our continuing fight to secure better funding for our members. Grant monies come from the one dollar assessment approved by the delegates at the 59<sup>th</sup> annual convention.

### **Purpose:**

To assist with funding local activities that promote the role of educational support professionals in the education system. The activities that qualify for this grant should educate people outside of the chapter about who educational support professionals are and what function they have in the school environment. The activity should emphasize the need for educational support professionals and educate local communities, the legislature, and the general voting public that these positions are critical to a student's success and the running of successful schools.

### **Support Provided:**

The total amount budgeted for grants each year is \$20,000 per year. Grants will be issued as reimbursement for projects that were pre-approved. If a grant is not pre-approved, reimbursement is not guaranteed. The amount granted for each activity will depend on the size and composition of the group that will be reached by the activity. A chapter may apply for funding on an individual basis or several chapters may work together on a joint effort. Chapter size is not as critical as the size of the impact that is anticipated on the voting public.

A chapter will only be reimbursed up to \$500 of their expenses with these exceptions:

1. An additional \$100 will be reimbursed to match a \$100 chapter contribution (A chapter that submits \$700 in expenses will be eligible for \$600).
2. If several chapters work together on a joint effort, the support may be increased to a maximum of \$800.

Chapters with sufficient funds in their treasury to supplement the activity will be asked to consider that option but special consideration may be given if the chapter would otherwise be unable to move ahead with a project. A portion of the money may be advanced to a chapter if they cannot afford to launch the project. PSE will provide printed materials at no cost if requested and approved in advance. There will also be a number of banners available to be borrowed for use during the activity.

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### Criteria:

- The activity must reach a public group in some way.
- Two members of the chapter's executive board must sign the application.
- Member involvement is required. However, the activity cannot be used merely to activate the chapter.
- The chapter agrees to utilize the resources of PSE as best it can to help defray costs.
- PR grants cannot be used for levy and bond campaigns
- Chapter must have a current annual treasury report on file at the state office or it must be included with the application.

### Recommendations:

- The activity should include passing out literature to support our PR campaign, showing of one of our DVDs, or a presentation on our issues.
- There should be PSE signage at the activity.
- Members who participate should wear PSE logo clothing.
- Examples of the many different ways that support people "teach" kids are important to bring forward.

### Examples of Activities:

- Invite your legislators to spend a couple hours with your members on the job site. Get press coverage of the activity.
- Attend PTA, Kiwanis, Rotary, etc. meetings and ask to speak to their membership on educational support professionals.
- Get members to design a float for a local parade and ride or march in it.
- Use a school bus in a local parade.
- Attend city council meetings and school board meetings, getting every member to sign a petition asking the legislature to address funding needs.

### Process:

1. The chapter/group will develop a plan with a timeline and projected budget. The plan and timeline will outline the events that will take place, the person(s) responsible for overseeing the plan, and the person(s) responsible for overseeing specific details or segments of the plan.

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**Process:**

2. It is then submitted to the PSE Communication's Department where it is logged and sent on to the zone director for review and to be initialed.
3. Application is reviewed and approved by the state president, executive director (or his designee) and communication coordinator.
4. A copy of the approved application is sent to the field rep and zone director so they are aware of the project.
5. The communication's coordinator will track the status of the application and report to the Public Relations Committee periodically.
6. All invoices should be submitted in one billing with all substantiating documentation attached using the form provided. The form includes a report on the activity. The State Treasurer has final approval authority on reimbursement of the bills submitted.
7. In the event of any dispute, PSE has the right to audit the usage of the funds. If it is determined the funds were not properly used, PSE may require the chapter to reimburse PSE all or a portion of the funds they received.