

MATH ADVENTURE KIT

Marketing &
Community Engagement



MARKETING & COMMUNITY ENGAGEMENT

Once you have your dates, and you've gained the support of your principal, teachers, and PTA, it's time to get the word out to your community. Here are the four ways to let people know about your Math Night Adventure.

1. GATHER TEMPLATES

The web resources contain templates that you can download and customize. Each is available in both Microsoft Word and Publisher formats. They're split into categories: Poster, Hand-Out, Flyer, and Digital Copy. We've put in brackets the items that need to be customized before printing or sending.

2. CONSIDER PLANNING AN INFORMATION NIGHT

Hosting an information night is a great way to get parents excited early on, and to answer questions they might have about this new event – and to get them to volunteer and start building teams. It's a quick, half-hour or hour meeting in your school library – and we've provided an Agenda in the web resources. We recommended having this night 2-3 months prior to the event night.

3. SEND OUT EMAILS AND WEBSITE ANNOUNCEMENTS

Use the marketing blurbs in the templates, or come up with your own, to send notices to families via email or to post on the school or PTA website. If you need help thinking through when to send these out, we've created an Event Milestones Checklist at the end of this chapter, which lays out how we've done this in the past, complete with a t-minus formula for sending out notices to your community.

A photograph showing two people's hands working on a laptop. One person is typing on the keyboard, while the other is pointing at the screen. The image is framed by a blue border.

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4. USE HAND-OUTS AND PRINT-OUTS

Use these marketing template files as flyers and posters, to distribute and post around the school. If you have the budget, print out a flyer for each student, and have teachers hand them out to students to take home to their families. This also coordinates with the Event Milestones Checklist mentioned above.

5. SEND EMAILS TO TEACHERS FOR THEM TO SEND ALONG TO FAMILIES

Teachers are often your best advocates for a “math is fun!” event. Keeping them in the loop on the date and time of your event, as well as asking them to help get the word out, is a great way to get more families involved. We’ve also had teachers become team coaches and actors, and the kids love it. We’ve included emails to teachers in the Marketing Templates section.

6. USE PTA GENERAL MEETING ANNOUNCEMENTS

Be sure to announce the Math Night during your PTA General Meetings – these are a great way to let people know what’s coming, and they help your PTA keep this event top of mind.

7. CROSS-MARKET WITH NEIGHBORING SCHOOLS

Want your school to be known as the center for math excitement? Consider inviting neighboring schools to send teams to your event. Remember, the event is non-competitive, so this is not about rivalry. This is about sharing the fun!



MARKETING & COMMUNITY ENGAGEMENT

8. EVENT MILESTONE CHECKLIST

Finally, to help you manage all the opportunities, and check them off, one by one, we’ve created this Event Milestones Checklist on the next page. Use it to check off each item, and to figure out when each item on the list should be done, and by whom.

Task	Timeline	Completed?
Add the event date to the school/PTA calendar	2-3 months before	
Also add the info night to calendar, if you’re holding one. Info night should be around the same time registration will open.	2-3 months before	
Post a notice in the PTA newsletter, with info night details.	2 months before	
Registrar will tell you when they’re, and teams can start registering.	1-2 months before	
Post notices in PTA newsletter that registration is open. Add reminder of info night.	1-2 months before	
Email to teachers, explaining event, and inviting them to share enthusiasm with students.	1-2 months before	
Host info night	1-2 months before	
Print out and distribute take-home notices	1 month before	
Invite neighboring schools	1 month before	
Ongoing newsletter announcements	Until 2 weeks before	

Make math fun for your school!

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