

GBA Year At A Glance

September

- send home GBA newsletter, volunteer form, directory form
- prepare and distribute directory
- table at Meet the Teacher night
- bottle drive
- advertising deadline for Winter Recreation Guide

October

- Oktoberfest – alternating years, next one October 2016
- begin marketing the German Bilingual Program
- pretzel fundraiser (late October 2015 to avoid conflicting with School Council)
- community sign
- table at Parent Teacher Interviews
- Small Business Week @ Sherwood Park News

November

- gift card and Stawnychy fundraisers
- St. Nikolaustag preparation (Nikolaustag on December 6)
- order/prepare Christmas ornaments for GB classes
- organize Christmas party
- community sign

December

- Nikolaustag December 6
- put up Christmas tree outside library and help with tree by the office
- collection for teachers and classroom assistant gifts
- community sign

January

- take down Christmas decorations
- pretzel fundraiser
- Kindergarten registration opens

February

- Fasching (Carnival) – alternating years, next one February 2016

March

- final month of marketing

April

- pretzel fundraiser

May

- German Cultural Day - alternating years, next one 2017
- Kindergarten Open House
- review teacher wish lists for upcoming school year
- bottle drive
- phone incoming Kindergarten families to invite them to AGM
- begin preparations for Schultuete (cones for grade 1 students on first day of school)
- deadline for Fall Recreation Guide

June

- collection for year-end teacher and classroom assistant gifts
- help grade 5 students make Schultueten
- grade 6 students farewell field trip to Barb and Ernie's Restaurant for lunch

Facebook

- Monday - munchies
- Tuesday - registration, promotion
- Wednesday – weird words
- Thursday – Throwback Thursday
- Friday – new words

Other Promotional Opportunities

- Mills Haven information packages to showhomes - ongoing
- Supply photos and content to Sherwood Park News, invite to special events
- October 1 to March 31 – promoting our program as much as possible

Other

- Photograph Kindergarten students dressed in GBA Dirndl and Lederhosen (not done in 2014-2015)