



Flyer Distribution Guidelines for Pittsburg Unified School District

Pittsburg Unified School District (PUSD) has long been committed to working with Pittsburg community partners to help advertise the many opportunities, throughout the year, that are available to our children outside of school. In the past, PUSD has helped outside organizations promote these events and activities by allowing them to print, bundle, and drop-off flyers at school sites for various programs, camps, and events.

As you might imagine, the process for distributing flyers can be incredibly time consuming for our schools. What's worse is that many of those flyers wind up buried in the bottom of a backpack and rarely see the light of day. Beginning on February 24, 2017, a new process for flyer distribution throughout Pittsburg Unified School District will commence.

On February 24, 2017, our District will cooperate with approved community partners by posting flyers online and distributing them electronically through a nationally recognized service provider called, Peachjar. As part of our ongoing effort to be more environmentally friendly, embrace innovative technology, enhance communication and maintain fiscal responsibility, we are excited about the move from paper to electronic flyer delivery.

Outside organizations that would like to request flyer approval should follow the steps below. Once approved, your flyer will be emailed to parents and posted online. Of course, the flyers can also be viewed on smartphones.

To advertise or market your event through Peachjar – please take the following steps:

1. Visit www.peachjar.com.
2. Register as an Enrichment/Community Org. (Account Type)
3. Upload your flyer for approval (**Flyer must include an English and Spanish version, 2 PDF pages**).

Your flyer will be automatically submitted to the district office. District staff will review the material and approve or deny based on the standards below.

Is There a Fee?

Community organizations and enrichment providers are subject to Peachjar's service fee (monthly fee of \$25 per flyer, for each school site) when they post a flyer to promote/announce an activity or event that includes a participation fee.

This also happens when the flyer describes an event that is held without charge for the purpose of enticing attendees to buy products or services or to participate in a fee-based program or activity. This service fee is typically much less than the cost that is incurred in copying and delivering flyers to schools.

Community organizations may post a flyer through Peachjar **without charge** (subject to District approval) provided the flyer contains information about a community event that is held without charge to attendees and does not lead to a participation fee or serve as an enticement to buy products or services.

Schools, school parent organizations, and booster clubs can post and distribute their flyers, newsletters and important information by going directly through the school's Peachjar website. If a flyer describes an activity or event with a fee, both of the following criteria must be met in order the flyer to be posted without charge.

- The activity/participation fee must be payable to the school, school district, or the school's authorized parent group.
AND
- The activity must be conducted by school/district staff, students or parent group volunteers.

Peachjar Transition

Pittsburg Unified School District realizes the switch to Peachjar may be difficult for some community organizations. For organizations that do not want to participate with Peachjar, the district will allow organizations to print a small stack of flyers and drop them off at school offices. However, the flyers must be approved by Joyce Glasper in the District Office and will require a District stamp. Organizations that wish to go this route, may contact Joyce Glasper at jglasper@pittsburg.k12.ca.us or (925) 473-2318.

What Flyers Meet the District's Criteria?

To meet the District's criteria, flyers should contain information about activities that benefit our students or offer programs or events that are youth-related or related to youth education.

No commercial publications will be posted or distributed unless their purpose is to further a school activity, such as graduation, class pictures or class rings or to offer a pre-approved enrichment opportunity to our students.

- Organization must originate from a local non-profit organization with a valid 501 c 3 tax ID (must provide current letter of NP status);
- Please allow one week for processing e-flyer requests;
- Facility fees through Peachjar must be paid before e-flyer is submitted to PUSD;

- Flyer must be submitted 4 weeks prior to event/activity date;
- Flyers are only accepted during the school year;
- Flyer must be submitted in both English and Spanish (2 flyers on one pdf);
- Flyer PDF must be smaller than 6MB;
- Flyer font sizes must not be less than size 12;
- Program must support PUSD's mission;
- Program/activity must directly benefit PUSD students or be of intrinsic value to students and/or parents;
- Program/activity should not conflict with PUSD programs;
- Organization must have approval from the facilities department (if using PUSD facilities) prior to posting the flyer on Peachjar;
- Business advertisements of any kind are prohibited;
- Drawings and photographs must be in good taste; no gang symbols or partial nudity;
- Materials advertising alcohol or tobacco sales, gambling, or have sexual innuendo will not be approved;
- Content cannot promote any particular political interest, candidate, party, or ballot measure;
- Content cannot position the school district on any side of a controversial issue;
- Flyer cannot discriminate against, attack, or denigrate any group on account of gender, race, age, color, religion, ancestry, national origin, disability, or other unlawful consideration.

What Must Appear on the Flyer?

The following information must appear on any flier distributed: the sponsoring organization's full name, address, telephone number, website address and email address.

Peachjar Will Add the Following Disclaimer to Your Flyer:

"This program is not sponsored by Pittsburg Unified School District and opinions expressed are not necessarily those of the school district or school personnel. The District accepts no liability for this program or activity."

What Happens Once a Flyer is Posted?

Once your flyer is posted to a school's Peachjar site, parents can view your flyer through the Peachjar logo on the school website. Additionally, your flyer will be delivered to all parents' email addresses as an embedded image, not a link. This means parents will immediately see your flyer and be able to click through to your website.

To post a flyer, organizations register at www.peachjar.com, select the desired school(s) and upload each flyer. The flyer is then automatically submitted to the District for approval. Once approved, your flyer is delivered to parents (via email once a week) and posted online.

How Do I Contact Peachjar?

Contact Peachjar for pricing and discount information. Peachjar Customer Service can be reached at: 858-997-2117, ext 140. Their website is: www.peachjar.com. You may also email jillianleahy@peachjar.com. All requests from groups or individuals to make information about activities or enrichment services available to Pittsburg Unified School District students through this website will be referred to Peachjar.