



GILROY UNIFIED SCHOOL DISTRICT  
Educational Services Department  
Telephone (669) 205-4026 Fax (408) 847-1219

GUIDELINES TO DISTRIBUTE ELECTRONIC MATERIALS TO SCHOOLS VIA PEACHJAR

Thank you for your interest in sharing your community events with our students. Should you wish to distribute a flier electronically to Gilroy Unified School District families, please review the following guidelines for submission. *Contact Peachjar for more information on how to create a Peachjar account as a Gilroy Unified School District community partner.*

1. The district designee may approve the distribution of electronic fliers which extend the community's cultural, recreational, artistic or educational opportunities and which do not promote any particular commercial religious or political interest. (*GUSD Board policy 1325, Advertising and Promotion*)
2. Advertisement must be from a non-profit, non-sectarian organization which does not solicit funds or services from and by students. Flier must indicate name, address and telephone number of the organization, including the contact person.
3. Fliers will be posted to the requested landing pages for school sites and/ or Gilroy Unified School District for a minimum of one week and will be removed at the conclusion of the advertised event.
4. Submit fliers for approval seven days prior to distribution date. Fliers submitted with less than the seven-day period are not guaranteed approval.
5. All materials submitted for electronic distribution must be a single pdf file (less than 6 mb), with a portrait lay-out, and translated in Spanish and English (file can include one page in English and one page in Spanish if desired).
6. Organizations are subject to Peachjar's \$25 service fee when a flier is posted to promote an activity or event **with** a participation fee. Peachjar's service fee also applies to activities that are held without charge, but may entice participants to join a fee-based program, or purchase products or services (e.g. a soccer league that offers free clinics). Fees are paid directly to Peachjar and do not benefit GUSD. Fees must be paid prior to flier approval.
7. Peachjar's service fee will be waived in Gilroy Unified School District when a local community organization is promoting a free event that does not entice participants to join a fee-based program, or purchase products or services.
8. If the sponsoring organization wishes to provide printed materials to specific school sites in addition to the electronic version, that is welcomed. Printed materials may only be distributed at the elementary schools in Gilroy Unified School District. Printed materials, along with the District's approval form, must be pre-counted in bundles and taken to schools by the organization's representative. The sponsoring organization is responsible for preparing material for distribution.
9. All fliers must contain the phrase: "Approval for distribution of these materials does not imply endorsement by the Gilroy Unified School District." This language will automatically be added to any Peachjar mailing sent to GUSD families.

Please contact Ryan Kelly, 408-205-4026 or [ry.kelly@gilroyunified.org](mailto:ry.kelly@gilroyunified.org) for questions about the approval process for online flier distribution.