



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

**Flier Distribution Guidelines for Gilroy Unified School District**

Gilroy Unified School District (GUSD) has long been committed to working with Gilroy community partners to help advertise the many opportunities, throughout the year, that are available to our children outside of school. In the past, GUSD has helped outside organizations promote these events and activities by allowing them to print, bundle, and drop-off fliers at school sites for various programs, camps, and events. Beginning on August 10, 2018, a new process for flier distribution throughout Gilroy Unified School District will commence.

On August 10, 2018, our District will cooperate with approved community partners by posting fliers 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 flier delivery.

Outside organizations that would like to request flier approval should follow the steps below. Once approved, your flier will be emailed to parents and posted online. Fliers can also be viewed on smartphones and posted on social media accounts.

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

1. Visit [www.peachjar.com](http://www.peachjar.com).
2. Register as an Enrichment/Community Org. (Account Type)
3. Upload your flier for approval (Flier must include an English and Spanish version, no more than four pages, in portrait layout, as a PDF file of no more than 6 mb). Your flier 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 flier, for each school site) when they post a flier to promote/announce an activity or event that includes a participation fee. This also happens when the flier 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 fliers to schools.

Community organizations may post a flier through Peachjar without charge (subject to District approval) provided the flier 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 fliers, newsletters and important information directly through the school's Peachjar website. If a flier describes an activity or event with a fee, both of the following criteria must be met in order for the flier 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**

Gilroy 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 fliers and drop them off at school offices. However, the fliers must be [submitted to the District Office for approval](#). For more information, please contact Ryan Kelly at [ry.kelly@gilroyunified.org](mailto:ry.kelly@gilroyunified.org) or (669) 205-4026.

### **What Fliers Meet the District's Criteria?**

To meet the District's criteria, fliers 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.

- Please allow one week for processing e-flier requests;
- Facility fees through Peachjar must be paid before e-flier is submitted to GUSD;
- Flier must be submitted in both English and Spanish (two fliers on one pdf);
- Flier PDF must be smaller than 6MB and in portrait format;
- Flier font sizes must not be less than size 12;
- Organization agrees to let Peachjar place the following disclaimer on your flyer (exact wording): *Approval for distribution of these materials does not imply endorsement by the Gilroy Unified School District.*;
- Program must support GUSD's mission which extends the community's cultural, recreational, artistic or educational opportunities and which do not promote any particular commercial religious or political interest;
- Program/activity must directly benefit GUSD students or be of intrinsic value to students and/or parents;
- Program/activity should not conflict with GUSD programs.
- Organization must have approval from the [Facilities Department](#) (if using GUSD 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;
- Flier must include: Contact Name and Phone Number, Date, Location, Cost of Event, and Disclaimer

### **What Must Appear on the Flier?**

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 Flier: "Approval for distribution of these materials does not imply endorsement by the Gilroy Unified School District."

### **What Happens Once a Flier is Posted?**

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

To post a flier, organizations register at [www.peachjar.com](http://www.peachjar.com), select the desired school(s) and upload each flier. The flier is then automatically submitted to the District for approval. Once approved, your flier 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](http://www.peachjar.com). You may also email [danbarnett@peachjar.com](mailto:danbarnett@peachjar.com). All requests from groups or individuals to make information about activities or enrichment services available to Gilroy Unified School District students through this website will be referred to Peachjar.

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.