

# peachjar




Living Coast  
**Summer DAY CAMPS**  
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AGES 4-18

new exhibit!  
Splash of color  
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Discounts available online: 10% Multi Sibling, 10% Military, 10% Early Bird discount



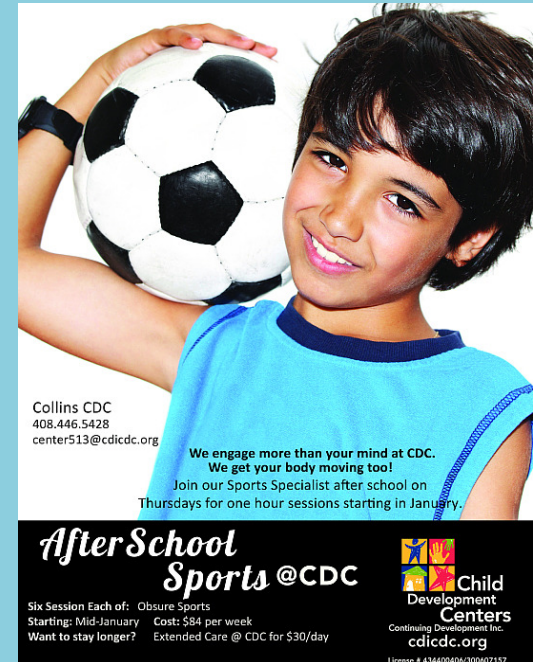
Healthy, Fit & Fun!  
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**DANCE FITNESS AFTER SCHOOL!**  
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(619) 203-8074  
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[www.DanceMeFit.com](http://www.DanceMeFit.com)



Collins CDC  
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We engage more than your mind at CDC.  
We get your body moving too!  
Join our Sports Specialist after school on  
Thursdays for one hour sessions starting in January.

**After School Sports @ CDC**

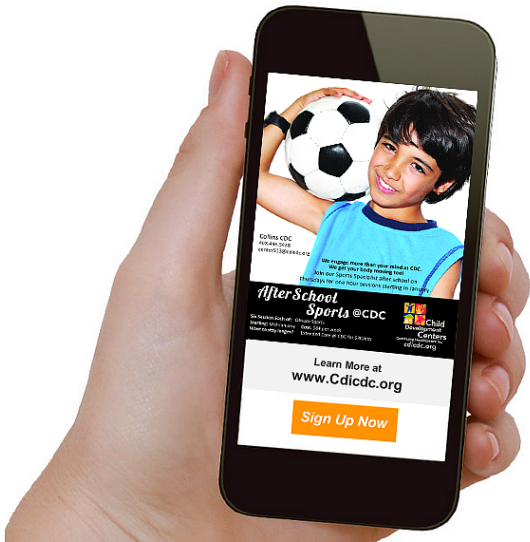
Six Sessions Each of: Obscure Sports  
Starting: Mid-January Cost: \$84 per week  
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Child Development Centers  
Continuing Development, Inc.  
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## Guide to Eflyer Success

Peachjar is committed to your organization's success with eflyer distribution. This guide provides useful tips and tools to ensure your eflyer is effective in driving parent engagement - through eflyer design, social sharing, and more!

# Eflyer Design



Eflyers and paper flyers are viewed in very different ways. Over 55% of eflyers are viewed on smartphones. Therefore, re-design your flyer so that it looks great on all devices!



Start with an easy-to-use flyer design tool. Canva is free and very powerful.

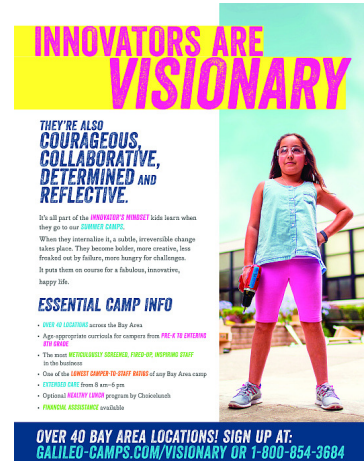
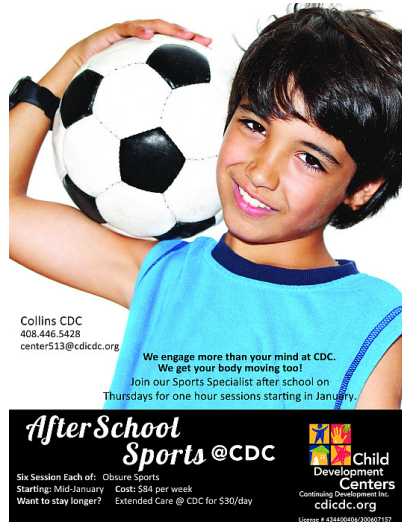
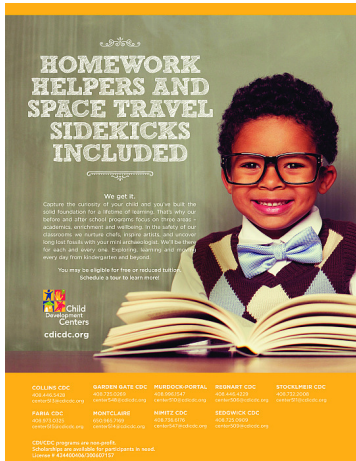


Begin your design in portrait orientation using an 8.5 x 11 inch document size.



Use large graphics to make your flyer visually engaging on all electronic devices.

# Eflyer Design (cont.)



Use bold colors. Eflyers are delivered in full-color.



Use large fonts and avoid putting too much text on one page. Multiple pages don't cost more.



Embed your organization's website URL so that parents can click to visit your website. We suggest using Adobe Acrobat or PDFescape.

# Tips for Eflyer Success



Create a sense of urgency - set a promotion or registration deadline



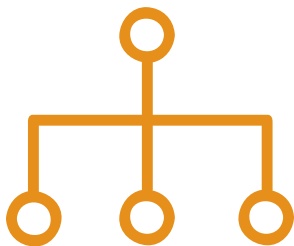
Provide an incentive - offer a discount or bonus



Include a call-to-action with Peachjar's "Sign Up Now" button



Use testimonials!



Ask friends and colleagues to share your eflyer on social media



Allow enough time for the district to approve your flyer and for parents to sign up



# Add Peachjar's "Sign Up Now" Button



Be sure to include a "Sign Up Now" button to drive parents to your registration page! Here's how...

- 1 Log into your account and click "Post a Flyer"
- 2 During Step 5, provide the URL to your event or program registration page

- 3 Click the "Test Registration URL" button to check the link

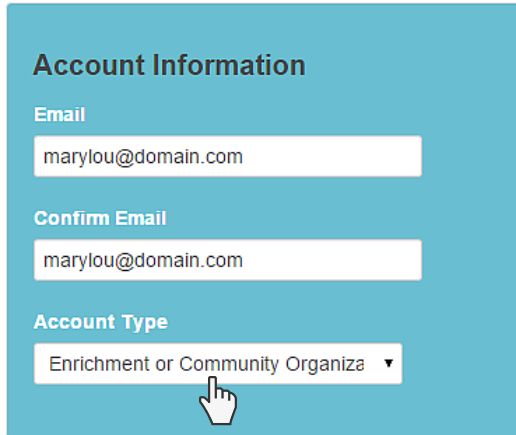
- 4 Submit your flyer for district approval



A "Sign Up Now" button will appear below your flyer in the emails sent to parents and on each selected school's website.

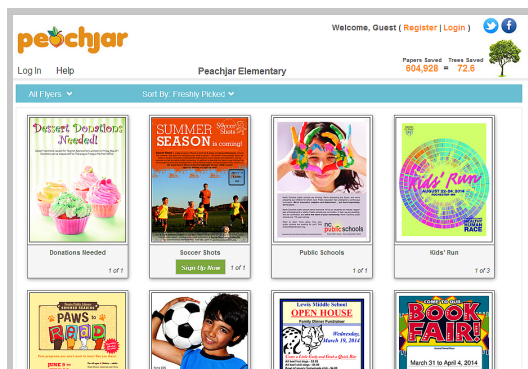
# Get Started

## Registration



The registration form is titled "Account Information" and is set against a teal background. It contains three main sections: "Email" with a text input field containing "marylou@domain.com"; "Confirm Email" with another text input field containing "marylou@domain.com"; and "Account Type" with a dropdown menu. The dropdown menu is currently open, showing "Enrichment or Community Organiza" as the selected option, with a mouse cursor pointing at it.

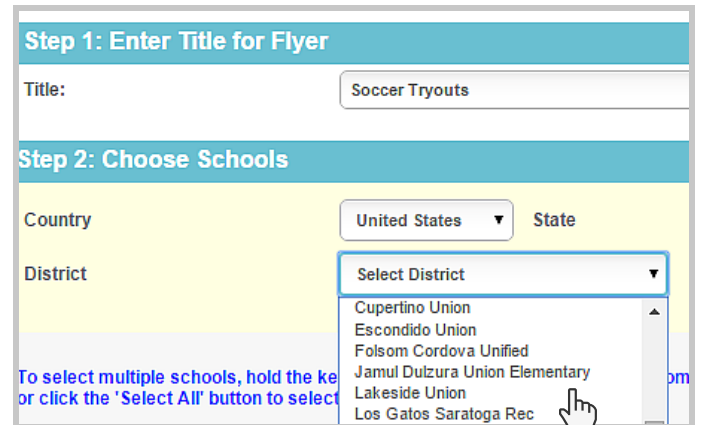
When you post your flyer, Peachjar automatically submits it to the appropriate district for approval



1

Create an account as an "Enrichment or Community Organization"

2



The flyer creation form is divided into two steps. "Step 1: Enter Title for Flyer" has a "Title:" field with "Soccer Tryouts" entered. "Step 2: Choose Schools" includes a "Country" dropdown set to "United States" and a "State" dropdown. Below these is a "District" dropdown menu that is open, showing a list of school districts: "Cupertino Union", "Escondido Union", "Folsom Cordova Unified", "Jamul Dutzura Union Elementary", "Lakeside Union", and "Los Gatos Saratoga Rec". A mouse cursor is pointing at the "Los Gatos Saratoga Rec" option. A blue instruction box at the bottom of the district list reads: "To select multiple schools, hold the key or click the 'Select All' button to select".

3

Upon district approval, your flyer will be emailed to parents and automatically posted online



# Questions?

We're here for you!

Call (877) 402-1786 or email [gogreen@peachjar.com](mailto:gogreen@peachjar.com).

Support Hours:  
Monday - Friday  
6:00 a.m. to 4:30 p.m. PST