

Flyer guidelines, Peachjar best practices

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Purpose

Robbinsdale Area Schools receives an overwhelming number of requests for flyers to be distributed to students and families across the district. However, not all community flyers are appropriate to be distributed to district families, and not all district-sanctioned flyers are appropriate for district-wide distribution.

The purpose of this document is to outline the approved guidelines as it pertains to flyers and electronic Peachjar flyer distribution.

Groups and organizations independent of the district should refer to [Robbinsdale School Board Administrative Procedure 904](#) for specifics about digital flyer distribution in schools, including rules for what is approved.

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District-sanctioned flyers

Robbinsdale Area Schools cooperates with schools and district departments by posting electronic flyers online and distributing them electronically to our families through a service provider called Peachjar (peachjar.com).

While the Communications and Marketing Department can help in limited capacity with flyer creation for events and programs, it's highly recommended that schools and departments create flyers for their events using district-approved flyer templates whenever possible ([templates can be found in the school marketing toolkits](#)).

Flyers should follow district branding and colors, offer concise and specific information, include a call to action, and offer a way for readers to find more information. Flyers should not be

over-packed with information. The flyer should serve as a tool to drive readers to a specific action, such as visiting a website, where all the details you want to provide will be available. For information on how to upload your flyer to Peachjar, [see the directions below](#).

Situations for flyer denial:

- Please keep your audience in mind. Programs for students in elementary school shouldn't be distributed to high schools, for example. Flyers deemed to fall outside the intended audience will likely be denied for those particular schools.
- Flyer requests for distribution over multiple weeks will likely be denied. Distributing flyers to families three or four straight weeks isn't ideal to families, or the distribution process. If you feel your program or event needs further communication, please work with the Communications and Marketing Department to develop a plan to help your efforts.

For more information about creating flyers or distribution guidelines, please contact Derrick Williams at Derrick_D_Williams@rdale.org or Shannon Swanson at Shannon_Swanson@rdale.org.

Outside group/organization flyers

Robbinsdale Area Schools cooperates with community partners by posting electronic flyers online and distributing them electronically to our families through the service provider Peachjar (peachjar.com).

Flyers from community organizations and groups must follow district guidelines to be approved. For example, flyers cannot be disruptive to the learning environment, flyers should promote programming or events that are educational or beneficial to students and families. This can include flyers for local youth athletic programs, organizations offering resources to students and families, community events, and more.

Robbinsdale Area Schools does not permit commercial advertising at any of its facilities, or in flyers, unless part of an advertising agreement. Flyers, advertisements, and materials regarding activities, learning opportunities, or services that are sponsored or offered by a for-profit organization will not be allowed. There are other, less common restrictions, which are listed in [Robbinsdale School Board policy 904.0](#).

For information on how to upload your flyer to Peachjar, [see below](#).

Peachjar distribution information and best practices

Peachjar streamlines flyer distribution, ensuring a consistent process.

Deadlines:

- Flyers are processed for distribution every **WEDNESDAY**. The distribution email is delivered to families on Thursday via their email.
- In the Peachjar email, flyers display in the order in which they were uploaded.
 - In order for school- and district-specific flyers to be prioritized, Peachjar deadlines are as follows:
 - District and school flyers should be uploaded **before** noon on Tuesday.
 - Community Education and outside organization flyers should be uploaded **after** noon on Tuesday.
 - The final deadline for flyers is 11 a.m. each Wednesday. Any flyers uploaded after this time may be delivered the following week.
 - The Communication and Marketing Department manages the final Peachjar distribution and approval process.
 - Flyers are delivered to families via email at 3 p.m. every Thursday.

System settings:

- When uploading a flyer, set the **distribution to 1**.
- Include a **call to action button** for all flyers if there is a registration link, website or email address. Embedded links in the uploaded flyers are removed due to ADA compliance.
- **PROOFREAD** all flyers. Information cannot be changed once flyers are distributed.
- Then submit.

Signing up to use Peachjar; distribution fees:

- Organizations need to complete the sign-up process to use Peachjar. When registering, select “Program Provider.”
- For non-profit organizations offering free programming or memberships, there is no fee to use Peachjar. For non-profit organizations offering fee-based programming, or membership dues to district families, there will be a \$25-per school distribution fee for each flyer.
- Flyers must be uploaded as a PDF. This disclosure will be automatically added to your submission: “Robbinsdale Area Schools does not sponsor, endorse or recommend the

activities announced by this publication, and this publication has not been produced, copied or printed at district expense.”

- Questions about signing-up and user fees should be directed to Peachjar (peachjar.com) and their Customer Support Team at 858-997-2117 (option three).