

Flyer Guidelines and Requirements for PTAs, ASBs & Booster Clubs

Here are some general guidelines for flyers submitted by PTAs, ASBs and Booster Clubs (“school groups”)

1. Make sure the name of the school group is clearly displayed on the flyer (i.e., Redmond High School Soccer Booster Club, Rockwell PTSA, or Eastlake High School ASB).
2. The LWSD disclaimer does not need to be on a flyer from a school group.
3. PTSA sponsored after-school enrichment flyers can be posted on the school Peachjar site, as long as they are clearly labeled as PTSA sponsored events.
4. If a school group is partnering with a for-profit organization for an event, make sure any for-profit logos are not the focal point of the flyer. It should be clear that the flyer is from the school group, not the for-profit organization. (This is especially relevant for “Dine out” or “Movie Night” flyers. Add language such as, “Muir PTSA invites you to join them at Red Robin for a fundraiser” or “Join Sandburg Elementary PTSA in a screening of *Inside Out*.”)
5. If your target audience is just your school, you can ask your school Peachjar uploader to post the flyer.
6. Submit your flyer in a pdf format via email to your school Peachjar eflyer uploader and a [Flyer Submission Form](#) (found on the website: For the Community>Advertising in LWSD – look for the hyperlink)
7. The school Peachjar uploader can designate one day a week when flyers are posted. Please check with your school Peachjar uploader to plan accordingly.
8. If the target audience is other schools, you can send the flyer and the Submission form to Chris Robison at crobison@lwsd.org and she can post it to other schools.
9. Chris Robison only uploads flyers twice a week: Tuesdays and Thursdays.
10. Once flyers are posted, it can take up to 24 hours to reach parent emails. They are posted to the school website immediately.
11. Flyers that are posted for up to one month are emailed to parents once. Flyers that are posted for two months, get emailed a second time to parents. The flyers will remain on the school Peachjar webpage for the designated length of time.
12. Each school has a Peachjar webpage. You can access it from your school home page. There is a link in the *Contact Us* column. You can also see a full list of all of the schools’ Peachjar webpages from the district website (For the Community>Advertising in LWSD>Peachjar eflyers).
13. You can take up to 10 hard copies of your flyer to a school for them to leave in the school office, once it’s been posted on the Peachjar webpage.