



# Flyer Approval and Distribution Guidelines

## Flyer Distribution

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Mt. Diablo Unified School District ("District") partners with community groups and organizations that sponsor activities of an educational/enrichment nature for students by distributing materials electronically via Peachjar. We have transitioned from paper to electronic flyer delivery as part of our efforts to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility. Flyers are posted to a webpage and are distributed through email and/or text. The following information provides instructions and the protocols for using the Peachjar electronic flyer system. **As of March 2, 2015, paper flyers from community groups and organizations will not be accepted for distribution.**

## Community Groups and Organizations

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All requests for flyer distribution by community groups or organizations must first be approved by the District Office through the Peachjar system prior to being posted to a school(s) Peachjar page. In order to be eligible to use the Peachjar system, you must be a local non-profit organization with a valid 501(c)(3) tax ID. The only exception is for providers of after school enrichment classes, which are held on school campuses.

Peachjar charges organizations a fee for this service. Please visit [www.peachjar.com](http://www.peachjar.com) for more information. All flyers to be distributed from a community group or organization must:

- Originate from a local non-profit organization with a valid 501(c)(3) tax ID;
- Support the District's mission and framework for excellence;
- Directly benefit students or be of intrinsic value to students and/or parents;
- Not directly conflict with District programs;
- Contain the group's name and contact information;
- Include the following disclaimer (exact wording): *This program is not sponsored by Mt. Diablo Unified School District and opinions are not necessarily those of the school district or school personnel. Este programa no esta patrocinado por el Distrito Escolar Unificado de Mt. Diablo y las opiniones no son necesariamente las del distrito escolar o las del personal en sus escuelas.*

You may view Board Policy 1325 here: <http://tinyurl.com/q82yrmw>

To request flyer approval, follow the steps below. Once approved, your flyer will be sent via email/text to parents and posted online.

1. Ensure that your flyer meets the district Flyer Approval requirements above.
2. Go to [www.peachjar.com](http://www.peachjar.com)
3. Register with Peachjar as an Enrichment Provider (account type).
4. Select desired schools.
5. Upload your flyer to Peachjar for approval.

Your flyer will automatically be submitted to the District for review and approval. District staff will review the material and approve or deny based on the standards previously described. Please allow up to 72 hours for the District Office to approve or deny your flyer for distribution.

Questions? Please email [flyers@mdusd.org](mailto:flyers@mdusd.org)