



San Juan Unified School District

Family and Community Engagement Department

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Requests to Distribute Information to Students

Fliers and other non-school information

San Juan Unified School District appreciates the valuable information and opportunities community organizations may provide to San Juan Unified students.

Because our students are minors and are required by law to attend school, the district attempts to protect students from commercial solicitations on campus. Please note that the district's electronic newsletter, the San Juan Scene, does not accept support in the form of advertisements.

Approval Process

The approval process for fliers is a two-step process. First the flier must be verified to meet all established requirements by the Family and Community Engagement Department. Each school principal then maintains the right to decline any community flier based on availability of resources and individual school practices. No guarantee of a distribution date can or will be given.

Verification by the Family and Community Engagement Department:

1. Local community organizations must submit the following items online at <http://www.sanjuan.edu/flier>
 - a. Flier verification request form
 - b. Copy of the proposed flier
2. Verification of 501(c)3 non-profit status. Government agencies are exempt from this requirement.
3. Every effort will be made to provide a written response to all flier requests within five business days, however some requests may take up to 15 business days. **Fliers may not be distributed to schools until organizations receive approval confirmation from the district.**
4. A listing of verified fliers will be maintained on the San Juan intranet for reference by school staff. School staff will NOT distribute fliers that are not on the approved list or fliers that vary in any way from those posted to the approved list.

Principal approval:

1. Fliers from non-profit local community organizations which have been verified by the Family and Community Engagement Department are subject to approval by individual school principals.
2. Principals may elect to decline distribution of a non-profit community flier based on individual school situations including but not limited to available staffing, test scheduling, and the volume of flier requests being handled at the school.
3. No guarantee can or will be given regarding the date of distribution for a flier. School staff members will make their best effort to distribute all approved materials within 10 school days of receipt.

Distribution:

1. It is the responsibility of the government agency or nonprofit organization to print material and bundle it in class sets as indicated on the Class Set List for Flier Distribution. The Class Set List will be provided when a flier is approved.
2. Bundle class sets in school bundles and secure each school bundle (such as in shrink wrap or double rubber bands).
3. It is the responsibility of the organization to deliver bundles to the specified schools. The District's internal mail system may not be used by any organization.
4. High schools and middle schools do not typically distribute fliers directly to students. Limited quantities may be delivered to middle or high schools that provide distribution areas for approved fliers.

Flier Requirements

San Juan Unified schools may choose to distribute non-school information that meets the following requirements:

1. **Sponsor:** The information must be from a government agency (such as a park and recreation district), a verifiable nonprofit charitable organization (501(c)3), or a local service organization fitting the description listed below. Information from private schools, charter schools or for-profit organizations will not be distributed.
 - A. Local service organizations must be non-profit in nature, have a mission to provide charitable service and benefits to local communities, have been active in the local community for at least five years and be members in good standing of an established state or national parent organization. This category typically includes groups like Kiwanis, Elks, Rotaries, Lions etc. Verification of the organization's status and mission may be requested.

Organizations that primarily provide classes or services for a fee of any type do not qualify as a local service organization.
2. To ensure families receive adequate information, and to minimize questions directed to school staff, fliers must include the following:
 - A. Fliers must contain this disclaimer: **“This is not a program of the San Juan Unified School District and San Juan accepts no liability or responsibility for this program.”** The disclaimer must be on the front of the flier, in a location where it is easy to see, in a minimum 10 point upper- and lower-case type.
 - B. The name of the sponsoring organization
 - C. If the sponsoring organization is nonprofit, then the text “a nonprofit organization” must appear below the organization's name on the flier.
 - D. Date of event or activity
 - E. Time of event or activity
 - F. Location of event or activity (street address must be provided)
 - G. Program Cost. The flier must describe the full cost for participants, including but not limited to registration, amount required to be raised through fundraising or in lieu cash payment, equipment purchase or lease. NOTE: Payments must be made to the government agency or nonprofit charitable organization sponsoring the activity/flier and may not be made to third parties.
 - H. Phone Number
 - I. Athletic leagues are strongly encouraged to include information about when students will be practicing and competing, i.e., “the season is May-June,” or “practices are held after school one day a week and games are held on Saturdays.”
3. **Gender Equity:** Programs must be able to serve all students regardless of gender identity. If the program is not available to all students, the flier must provide a telephone number for information about a comparable program.
4. **Political or Religious Advocacy:** The school district does not distribute information which promotes political or religious beliefs or actions.
5. **Laws/Rules:** Text and graphics on fliers must comply with existing laws, district standards, and school rules. For example, text and graphics on fliers may not denigrate any group; promote violation of school rules; depict drugs; tobacco, alcohol, violence, fighting, intimidation, weapons, gang/cult affiliation, or inappropriate language; or be sexually suggestive. Activities such as raffles, which are illegal, may not be included on fliers. Religious symbols and graphics such as witches, devils, and angels are typically not permitted.
6. **Advertising:** Sponsors may be acknowledged and listed discreetly on the bottom of the flier in type no larger than 12 point. Logos of any organization other than those directly responsible for the flier's program are not allowed.
7. **Use of Facilities:** If fliers describe non-school activities held at a San Juan Unified school site, the sponsoring organization must obtain an approved district use of facilities before the flier can be distributed.
8. **Staff Assistance:** Because of the educational demands, school staff typically cannot assist community organizations during the school day, for example by collecting sign-up forms. However, if there is space available, schools may be willing to place a collection box in the office. Please contact the principal.
9. **Comply with Board and Administrative Policies:** All materials must comply with rules and regulations set forth in San Juan Unified Board Policies and Administrative Regulations including but not limited to BP/AR 1321 and 1325.