

## COMMUNITY RELATIONS

Procedure for Distribution of Materials

The Kennewick School District supports an e-flyer distribution process for nonprofit organizations to distribute materials to families that reduces waste, saves district staff time, and eliminates paper costs.

The dissemination of such materials is solely to provide families with information on activities and resources outside the school district that may benefit the students in the Kennewick School District. It does not reflect the district's endorsement or sponsorship of the activity.

The district uses Peachjar's e-flyer service, which covers the fees for one Community Free flyer per 28 days for organizations promoting a charitable free program, service, or resource where children are the direct beneficiary. All flyers submitted for free distribution will be reviewed by Peachjar for verification of eligibility and must comply with the following requirements:

- A. The charitable program, service, or resource directly benefits children and does not require participants to qualify, has no enticement for future fee-based programs, and does not serve the purpose of fundraising, collecting donations, or allowing for the purchase of products or services.
- B. The organization is not nationally recognized and physically resides within the boundaries of the school district.
- C. The organization is not receiving fees or revenue from vendors participating in the event.

Submissions are limited to one flyer distribution to one school district every 28 days. Those seeking to distribute to more than one school district or more frequently than every 28 days, may choose to distribute a standard flyer, subject to Peachjar's fees. Peachjar reserves the right to determine final eligibility.

The district will publish its approval process for the posting of e-flyers on its website, and the superintendent's designee will be responsible for approving e-flyers. In addition to complying with Peachjar's guidelines, flyers must:

- A. Prominently display contact information and other important information, such as date, time, location, details, sponsoring organization, registration, admission or participation fees, registration link and the availability of any financial assistance or fee waiver;
- B. Be consistent with the district's goals and policies;
- C. Provide information in both English and Spanish; and
- D. Be consistent with Kennewick School District policies and federal and state law.

Materials or promotions are prohibited by the district if they:

- A. Promote commercial enterprises;
- B. Proselytize or disparage any religion or religious beliefs;
- C. Advocate or promote the violation of existing laws, regulations or ordinances, or official school policy, rules or regulations;

- D. Contain language that is intimidating, demeaning, harassing or threatening on the basis of race, religion, color, national origin or ancestry, sex, gender identity, sexual orientation, age, disability, marital or veteran status, including, but not limited to, racial, sexual or ethnic slurs;
- E. Are libelous;
- F. Promote or oppose any political candidate or ballot proposition;
- G. Are obscene, lewd or vulgar; or
- H. Inhibit the functioning of any school or district program.

Individual schools and school-related partner organizations (PTO, Boosters, DECA, etc.) may register for a fee-free account on the e-flyer system and distribute school-related flyers and/or provide hard copies to families.

Amended: September 7, 2013  
Amended: September 5, 2018  
Amended: September 25, 2018  
Amended: March 20, 2024