

## **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. PTSA sponsored after-school enrichment program flyers should be clearly labeled as PTSA sponsored events.
3. The LWSD disclaimer does not need to be on a flyer from a school group.
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. If the target audience includes other schools, you can send the flyer to Chris Robison at [crobison@lwsd.org](mailto:crobison@lwsd.org) and she can post it to other schools.
6. Submit your flyer in a pdf, jpg, jpeg or png format via email to your school Peachjar eflyer uploader (or Chris Robison) along with a [Flyer Submission Form](#)
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. Chris Robison only uploads flyers twice a week: Tuesdays and Thursdays.
9. Once flyers are posted, it can take up to 24 hours to reach parent emails. They are posted to the school website immediately.
10. The flyers will be emailed to parents as you request on the Flyer Submission Form and will remain on the school Peachjar webpage for the designated length of time.