

NONSCHOOL USE OF SCHOOL FACILITIES
DISTRIBUTION OF NONSCHOOL LITERATURE

GKDA
ADMINISTRATIVE REGULATION

GENERAL
INFORMATION

In an effort to be more environmentally friendly and to embrace innovative technology, the District has moved from paper to electronic flyer delivery. Eflyers are sent directly to parents' email addresses as well as posted online for easy access through the District's partner Peachjar. Eflyer delivery saves paper, reduces copy costs, and the amount of time teachers, office staff, and volunteers spend stuffing folders with flyers. In addition, it ensures that parents receive the information from their child's school. Once a flyer has posted to a school's Peachjar site, parents are notified by email of the new posting. Flyers can be viewed via computer, phone, or tablet and click directly on any links in the flyer.

DISTRIBUTION
CRITERIA

The District cooperates with community groups and organizations that sponsor activities of an educational or enrichment nature for students by providing a system for distributing materials to stakeholders electronically. The criteria for distribution of non-school literature as outlined below and in EMS ISD Policy GKDA(LOCAL) must be met for a flyer to be considered for approval.

- The group distributing the literature is identified by the Internal Revenue Service as a nonprofit [501(c)(3), 501(c)(4)] organization or the group distributing the literature is an accredited educational institution, or the company is distributing free or non-conditional coupons to use as academic rewards.
- The materials must involve age and/or developmentally appropriate activities for students and must clearly state that the activity is for students or students benefit.
- Fundraising flyers may be approved for groups affiliated with an EMS ISD campus (PTA/PTO, booster clubs, student groups), provided they meet the above criteria. Fundraising activities for individuals will not be approved at the district-level.
- Flyers promoting any particular political interest, candidate, party, or ballot measure will not be approved.
- The flyer must not cause disruption of the operation and discipline of the school.
- Free or non-conditional coupons may be distributed if coupons are appropriate for students and offer a complimentary free item (no conditions of purchase) to use as academic rewards or incentives for students.

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Free with purchase or buy one, get one free flyers are not approved for distribution.

- Commercial advertisements will not be approved.

All flyers must contain the following statement: "This organization and its activities are not related to or sponsored by the Eagle Mountain-Saginaw Independent School District."

FLYER APPROVAL
FOR OUTSIDE
ORGANIZATIONS

To request flyer approval, follow the steps below. Once approved, your flyer will be emailed to all parents and posted online through Peachjar. Paper flyers from outside organizations will no longer be distributed.

1. Visit www.peachjar.com.
2. Register as a community organization (account type).
3. Upload your flyer for approval.

Your flyer will automatically be submitted to the communications department. District staff will review the material and approve or deny based on the standards contained herein. Please note there is a small fee to distribute flyers through the Peachjar system but it is typically much less than the cost to copy and deliver paper flyers to each school. Flyers are normally approved within two school days of the time the materials were received. Please contact the communications department at 817-232-0880 with any questions.