

OBTAINING APPROVAL (updated 9/2016)
Information for Non-Profit Community Organizations

(Paper flyers are not permitted for district-wide distribution, which includes flyers in Wednesday Folders and general distribution to students or in campus hallways. Per LISD exclusive agreement with Peachjar, the distribution of flyers and other marketing materials – whether electronic or paper – should go through Peachjar. Flyers submitted from for-profit businesses will not be approved. IRS Determination Letters are required for non-profit approvals and must be current on your Peachjar account. For additional LISD Peachjar Guidelines and Policies visit www.leanderisd.org under the Community Tab – Flyer Distribution.)

The Peachjar system manages electronic flyer (eflyer) distribution on behalf of LISD using electronic communication technology. Once your eflyer is posted to a school's Peachjar site, parents can view your eflyer through the Peachjar logo on the school's website. Additionally, your eflyer will be delivered to all parents' emails as an embedded image, not a link. This means parents will immediately see your eflyer and be able to click through to your website to sign-up or view additional information.

Peachjar charges a fee for this service that is typically much less than the cost to copy and deliver flyers to each school. (* Additionally, LISD guidelines do not permit paper flyer distribution to schools. So, please do not drop off paper copies to schools.) To post an eflyer, register at www.peachjar.com, and select your desired school(s). Your eflyer is then automatically submitted to the district for approval. Once approved, your eflyer will be delivered to parents and posted online.

The following items are reviewed on eflyer submissions and approvals:

- All flyers submitted for consideration should include a non-profit disclaimer somewhere on the flyer.
- Non-profit organizations must keep a current IRS Determination Letter on their Peachjar account for additional reference. Flyers from organizations without a current IRS Determination Letter will not be approved.
- Flyer content should be specific to the non-profit organization submitting the flyer and should not include unrelated business, activities or events, nor promote for-profit business/commerce.

Out of courtesy to our parents and their inboxes, one day each week has been set aside for electronic distribution of all eflyers. (*Exceptions may be made to adjust for holidays and district office closures or as required by district staff.) Eflyer submissions for consideration must be uploaded in the Peachjar system prior to 4 p.m. on Tuesday. Eflyers received AFTER 4 p.m. on Tuesday are not guaranteed consideration until the following week.

Eflyer posting to email can take up to 24-48 hours.
Please take this into consideration when submitting your eflyer.

Service Fees

Peachjar is an innovative way to deliver eflyers directly to parents' inboxes. Eflyers are also posted online so parents can easily find, view and share. With Peachjar, you can maximize exposure for your activity, program or event while helping schools save time, money and lots of trees!

Peachjar service fees are for organizations outside of schools with participation fees. Peachjar offers free postings for schools, parent organizations and community organizations with no participation fees or enticements. Visit Peachjar for full details on [Service Fees and Credits](#). For more information on who pays a service fee, please view the Peachjar [policies page](#). ***Leander ISD does not generate revenue from Peachjar service fees and does not approve flyers from for-profit businesses.***

For more information, visit Peachjar at www.peachjar.com
or email specific questions about posting flyers in LISD to communityflyers@leanderisd.org