

## **HOW TO SUBMIT AN EFLYER (updated 9/2017)**

### **Information for LISD Schools, District Programs/Departments, PTAs, Student and Booster Clubs:**

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. Eflyer copies may be kept at the front office for parents that do not have email. (LIMITED EXCEPTION: At principal's discretion, approved paper flyer distribution (via Wednesday Folders, hallway postings, etc.) is permitted, BUT ONLY AFTER electronic distribution through Peachjar has been processed. For a fee, non-profit organizations outside of the district/school may submit flyers for review and electronic distribution/email through the Peachjar system ONLY.)

Through the Peachjar system, SCR manages flyer distribution for internal flyer uploads, using electronic communication technology. Once an approved "eflyer" is posted to a school's Peachjar site, parents can view the eflyer through the Peachjar logo on the school's website. Additionally, eflyers will be delivered to all parent emails (that are active in the LISD School Messenger system) as an embedded image, not a link. This means parents will immediately see the eflyer and be able to click through to a website for additional information.

LISD campus administrators, district program directors, approved student/booster clubs, PTA/PTOs and other district approved/sponsored programs are exempt from Peachjar service fees. To post an eflyer AT NO CHARGE through the Peachjar system, please follow these instructions:

- All submitted eflyers must receive appropriate approvals prior to submission. Fundraisers must have an approved **PTA/Booster Fund Raising Permission Request** on file with LISD. **Please attach this approved form to your email when submitting your eflyer. Eflyers promoting a fundraiser will not be approved without it!**  
[http://www.leanderisd.org/departments/community\\_services/booster\\_clubs\\_and\\_fundraisers](http://www.leanderisd.org/departments/community_services/booster_clubs_and_fundraisers)
- All eflyers MUST HAVE a clear and visible disclaimer. The disclaimer needs to include WHO is sponsoring the event/activity, language if the organization is NOT part of the school (like PTA and approved booster clubs), and that the eflyer has been approved. (Additional disclaimers pertaining to content and endorsements are already included at the bottom of each Peachjar eflyer email.)

#### **For example:**

- **Henry Middle School Open House is coordinated through HMS administration. This flyer has been approved by HMS.**
- **The Family Fun Run is sponsored by Leander High School Football Booster Club and is not part of LHS or LISD. This flyer has been approved by LHS and LISD.**
- Email your ONE PAGE eflyer (in PDF format ONLY, following all of the above guidelines) to [communityflyers@leanderisd.org](mailto:communityflyers@leanderisd.org) for SCR approval and uploading. Please limit file size to 2 MG.
- Please note in your email which LISD campuses you are seeking approval for distribution with. SCR reserves the right to limit district-wide distribution.

#### **For example:**

- **Send eflyer to VHS only.**
- **Send eflyer to LHS and ALL FEEDERS.** (We will not "de-select" campuses when sending to all feeders.)
- **Send eflyer to HMS and ALL FEEDERS.**
- Submission of eflyers in both English and Spanish are encouraged, but not required.

Once approved, the eflyer will be delivered to parents in a "one-time" direct email and posted online until after your activity/event.

**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 emailed to [communityflyers@leanderisd.org](mailto:communityflyers@leanderisd.org) prior to 4 p.m. on Tuesday. Eflyers received AFTER 4 p.m. on Tuesday are not guaranteed consideration until the following week. If changes are needed to your submission in order to comply with requirements, approval may be delayed.

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

If you have any questions, please email [CommunityFlyers@leanderisd.org](mailto:CommunityFlyers@leanderisd.org)

### QUICK REVIEW CHECK-LIST

Want your eflyer approved on the first submission? These are a few items that often cause an eflyer to get “kicked back” for changes. Use this check list for your review prior to hitting send.

- Is the flyer promoting a fundraiser?
  - If yes...
    - Have you attached your approved district fundraising permission request form?  
**ALL fundraisers need to have an approved form on file with LISD, whether or not you submit an eflyer for Peachjar distribution.**
    - Is there contact information included on the flyer, in case someone has a question? (ie: an email address or website)
  - If no...
    - Has your campus front office reviewed and approved the content of what you are sending out to school parents? (Your required disclaimer will say they HAVE, so please be sure someone at the campus – your sponsor or front office designee – has approved the flyer to be distributed.)
- Does title of the flyer include SPECIFICALLY WHO is sponsoring/coordinating the activity/event?  
CORRECT: CPHS Choir Boosters presents...The Winter Choir Festival  
CORRECT: STEINER RANCH ES FALL CARNIVAL, coordinated by SRE PTA  
INCOMPLETE: Little Lions Spring Clinic Fundraiser
- Does the flyer contain the required disclaimer? (See samples above.)
- Does the flyer have the correct website?
  - If audited, is the website in compliance with LISD? (See your booster/PTA guidelines for specifics.)
- If sponsors are visible on the flyer, are they in compliance with Board Policy on Advertising? (Specifically, no alcohol, tobacco, firearms, religious or political organizations?)
- If appropriate, are you using the correct and approved logo/mascot for your campus/program?
- Do you have the correct date and times listed? (We won't check that for accuracy! But this is a good thing to review prior!)

**THANK YOU FOR USING PEACHJAR!**  
**DON'T FORGET TO USE YOUR OTHER SOCIAL MEDIA TOOLS TO HAVE**  
**A SUCCESSFUL ACTIVITY/EVENT!**