

LEANDER INDEPENDENT SCHOOL DISTRICT
2018 – 19 Approval Guidelines for Flyer Distribution (Updated 7/31/2018)

General guidelines for flyer approval are as follows:

- All flyers to be posted through Peachjar are approved through the School and Community Relations (SCR) office.
- All flyers must be submitted in a PDF format, under 2MG. All other formats will not be accepted.
- Submission of flyers in both English AND Spanish are highly encouraged.
- Flyers must be from non-profit **AND** non-commercial community organizations or approved internal LISD schools, clubs and/or organizations. **A commercial organization is a business where the investors and employees share in the primary objective of making a profit. The company engages in some form of commercial activity, such as selling products or services, in exchange for payment.**
- External non-profit **and non-commercial** community organizations should submit their flyers for consideration through the Peachjar website and may incur a fee for distribution. (Follow the instructions on the Peachjar site under the Community Orgs tab.)
- Flyer content must not advocate a religious or a political viewpoint.
- **Flyers will not be approved from organizations that do not reflect district mission, vision or values or that may contain content that contradicts current district policy and/or instructional objectives. Submitting organizations must be in good standing with all district programs, policies and schools.**
- **In granting approval, the Superintendent or designee shall reject any flyers or materials that are reasonably foreseeable to be disruptive, libelous, obscene, inflammatory, sexually or otherwise inappropriate for the age of the audience, that are inconsistent with the Ten Ethical Principles, that advertise alcohol or tobacco products, or that endorse actions endangering the health or safety of students and/or staff, including bullying courses and gun safety.**
- Events charging a fee for participation are discouraged. Exceptions to this are events, classes or camps being sponsored by an agency with which the district has a partnership. Sample agencies include, but are not limited to: City of Cedar Park, City of Leander, City Parks & Rec, Boy Scouts of America and Girl Scouts of America.
- Curriculum-based events such as essay contests, poster contests, “thons,” Earth Day, Arbor Day, etc. need a commitment from a school that they intend to participate. After participation in such events is established, flyers must be approved through SCR through submission to communityflyers@leanderisd.org.
- All for-profit vendors will be denied approval for district-wide distribution of their products/services.
- District/school fundraising activities need a commitment from a sponsoring school’s PTA, Booster Club or campus administrator. Flyers must CLEARLY STATE that the fundraising activity has been approved by LISD and is being offered through the specific sponsor. (Ex: This Spirit Night Fundraiser with My Favorite Restaurant is being offered by Deer Creek PTA and has been approved through LISD.)
- Advertisements for fee-based services **from for-profit businesses**, such as private tutoring, music lessons, etc. are prohibited. Fee-based, private sports/arts/academic camps will be considered on a case-by-case basis.
- Flyers promoting classes, camps or activities that are competing against LISD sponsored or supported activities and programs (such as After-School Enrichment, Athletics Camps and other district approved activities and programs) will not be distributed as they would be considered “competing against” the district (see board policy GKD Local, under Standards for Approval).
- All flyers submitted for consideration by a community non-profit organization should include a non-profit disclaimer somewhere on the flyer, along with an active website address for additional information.
- Non-profit community organizations that submit flyers for consideration via the Peachjar website must keep a current IRS Determination Letter on their Peachjar account for additional reference.
- **Flyer approval does not constitute endorsement.** Approval simply means the material has been reviewed and meets the guidelines for district-wide electronic distribution. LISD administration reserves the right to rescind approval to any organization or person if a complaint is received or the organization or person is found to be in violation of instructions.
- Since public school policies are subject to change due to legislative action and other outside influences, LISD reserves the right to terminate any flyer postings that conflict with district policy or legislation.

For additional information on Board Policies that apply to materials distributed through this service, refer to the following online documents:

[Policy Code: GKDA – NONSCHOOL USE OF SCHOOL FACILITIES: Distribution of Non-school Literature](#)

[Policy Code: GKB – COMMUNITY RELATIONS: Advertising and Fundraising in the Schools](#)

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