

FLYER APPROVAL AND DISTRIBUTION



TOOELE COUNTY SCHOOL DISTRICT GOES GREEN

In the past, our schools sent home loads of flyers in students' backpacks. As part of our efforts to be more environmentally friendly and to embrace innovative technology, we have moved from paper to a digital flyer delivery.

With our Peachjar e-flyer program, the e-flyers are sent directly to parents' email inboxes as well as posted on school websites for easy access. All flyers may be accessed by clicking on the Peachjar link on each school's website.

Each year, our schools will save tons of paper and reduce copy costs by thousands of dollars. In addition, paperless delivery of school flyers removes a significant administrative burden from teachers, office staff and volunteers.

School and District approved e-flyers keep you informed about upcoming school activities, programs and events.

[INSTRUCTIONS FOR SCHOOLS AND PARENT CLUBS](#)

[INSTRUCTIONS FOR OUTSIDE ORGANIZATIONS](#)

[TIPS FOR DESIGNING E-FLYERS](#)

Information for Parents

Tooele County School District uses an electronic flyer distribution program called Peachjar. Peachjar replaces paper flyers. Through Peachjar, each school can send e-flyers to its families and outside organizations can send approved e-flyers to all families in the District. These e-flyers are also posted on each school's website for at least one month. Look for the Peachjar link on your school's website.

If you provided your email address on your student's contact information during registration, a Peachjar account has been established for you. You should receive an email from Peachjar with your login information. This is provided so that you can manage your account and flyer delivery preferences. You do not need to log in to receive or view e-flyers. If you did not provide your email address and would like to receive Peachjar e-flyers, you can log into *Aspire* and update your contact information with your email address. If you need assistance, you are encouraged to contact your school's secretary.

If you are not receiving emails from Peachjar, there are two possible reasons for this:

- Your email address is not on file within your contact information on *Aspire*. You can log into *Aspire* and update your contact information with your email address. If you need assistance, you are encouraged to contact your school's secretary.
- The Peachjar emails are going into your spam folder or you can't see the images in the email. To prevent the e-flyers from going into your spam folder, add tooeleschools@peachjar.com to your email contacts. When you receive your first e-flyer, be sure to click "always display images."

Peachjar is used exclusively for distribution of school-approved flyers. Your email address will not be shared or used for any other purpose.

[Click Here for Peachjar Parent FAQs](#)

Instructions for Schools and Parent Clubs

Flyer Distribution Procedures

Your school's Peachjar Site Administrator (the Principal and designee) can upload flyers to the school's Peachjar account. You can send your flyers to the Site Administrator for uploading. The Site Admin is also in charge of assigning uploading privileges to others. Please contact that individual if you would like to request uploading privileges. Once uploading privileges are assigned to you, an auto-generated email is sent to you with your username and password.

If you are a flyer uploader for your school, follow the directions below:

1. **IMPORTANT:** Read the District's Flyer Policies in the next section below.
2. Visit www.peachjar.com
3. Log in.
4. Upload your flyer. You will go through a "checkout" process, but there is no charge for flyers for schools and parent clubs.

Your flyer will then be emailed out in the next cycle, which is typically the following day.

[Click Here for detailed uploading instructions](#)

Sending Flyers to Other Schools

Just like outside organizations can submit e-flyers to the District for approval to distribute to any of our schools, **now our schools also have the capability to distribute e-flyers to other schools in our District.** If a school or parent club is hosting an event open to the entire community and wants other schools' families to know about it, that school can send its e-flyer to the District with a list of schools to send the flyer to. Because of the Peachjar account structure, these flyers from other schools will appear to be coming from your school—but they have actually been sent by the District's Peachjar account. If you are interested in doing this, please contact dvaldez@tooeleschools.org.

District Flyer Policies – Schools and Parent Clubs

All flyers to be distributed must:

- Be in PDF format. Flyers can have multiple pages in one PDF document.
- Contain font sizes not less than size 12
- Contain the name and contact information of the sponsoring entity.

Flyers must NOT contain materials that:

- Promote any political, religious, or commercial advertisements, flyers, bulletins, or newspapers.
- Can be construed as an endorsement for an organization or product.
- Are lewd, obscene or slanderous.
- Incite students to commit unlawful acts, violate school rules, or disrupt the orderly operation of the schools.

- Position the District on any side of a controversial issue.
- Discriminate against, attack or degrade any group on account of gender, race, age, color, religion, ancestry, national origin, disability or other unlawful consideration.
- Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to materials or advertisements for tobacco, intoxicants and movies or products unsuitable for children.
- Solicit funds or services for an organization.

Instructions for Outside Organizations

Procedures for Flyer Distribution to Families

The District cooperates with community groups and organizations that sponsor activities of an educational/enrichment nature for students by distributing materials electronically via **Peachjar** to families. As part of our efforts to be more environmentally friendly, embrace innovative technology and maintain fiscal responsibility, we have transitioned from paper to electronic flyer delivery.

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

1. **IMPORTANT:** Read the flyer approval procedures in the next section below.
2. Visit www.peachjar.com
3. Register as an Enrichment Provider (account type)
4. Upload your flyer for approval

Your flyer will automatically be submitted to the District Office. The flyer will be reviewed and approved or denied based on the standards describe below. Peachjar charges outside organizations a fee for this service that is typically much less than the cost to copy and deliver paper flyers to each school.

Paper Flyers

No paper flyers will be given to teachers or staff for distribution to students to take home.

Flyers to be sent to District Teachers Only

If you would like to send information to the District's teachers, you can select "for District Staff" during your flyer uploading process. Material sent to teachers should be information about possible student workshop or field trip opportunities or availability of inexpensive or free quality classroom materials.

District Flyer Policies – Outside Organizations

All flyers to be distributed must:

- Be in PDF format. Flyers can have multiple pages in one PDF document.
- Contain font sizes not less than size 12
- Contain the name and contact information of the sponsoring entity.

- Include the following disclaimer using exact wording not less than size 12 font:
“DISCLAIMER: This activity is not school sponsored and is not endorsed by the school or the Tooele County School District. The activities, products or services advertised in this flyer are not endorsed by the school or the District.”

Flyers must NOT contain materials that:

- Promote any political, religious, or commercial advertisements, flyers, bulletins, or newspapers.
- Can be construed as an endorsement for an organization or product.
- Are lewd, obscene or slanderous.
- Incite students to commit unlawful acts, violate school rules, or disrupt the orderly operation of the schools.
- Position the District on any side of a controversial issue.
- Discriminate against, attack or degrade any group on account of gender, race, age, color, religion, ancestry, national origin, disability or other unlawful consideration.
- Promote the use or sale of materials or services that are illegal or inconsistent with school objectives, including, but not limited to materials or advertisements for tobacco, intoxicants and movies or products unsuitable for children.
- Solicit funds or services for an organization.