

Flyer Distribution FAQs

What are the requirements for distributing flyers through the school district?

In order to distribute flyers to parents, your organization must be a non-profit 501(c)3 and be offering enrichment opportunities to school-aged children (3 to 18). Related Board Policy [KHB-R](#).

In addition, ALL flyers to be distributed must include the following disclaimer using exact wording in no less than size 12 font:

“This event is not sponsored by or endorsed by District 51 and the District assumes no responsibility for the conduct or safety during the event. In consideration for the privilege to distribute this information/hold this event, the organization shall defend, indemnify and hold District 51 harmless from any and all claims, injuries, damages, losses or suites, including attorney fees, arising out of or in connection with this event, except for injuries and damages caused by the sole negligence of the district.”

Flyers must also:

- Be in PDF format.
- Contain font sizes no less than size 12.
- Contain the name and contact information of the sponsoring entity.

All organizations must register online.

- To send flyers to parents, you must be a non-profit organization with a state issued non-profit 501(c)3 number.

[Directions for uploading your flyer can be found here.](#)

When and how will I be notified after I submit my request for distribution?

Please allow five days for flyer approval. You will be notified by email when your flyer is approved.

Fees for distribution of materials

There is a service fee for organizations outside of schools to use the distribution system. Flyers can have multiple pages, and you will only be charged for one flyer. Read more about fees and how to pay on the Peachjar page.

The Peachjar distribution system is free of charge for schools, parent organizations and community organizations with no participation fees. For more information on who pays a service fee, please view the [Peachjar Policies and Terms of Use page](#).

Do I need to pay the fee?

Peachjar’s service fee applies to all organizations that are not part of the school district, such as City Park and Recreation Departments, Community Colleges, Little League and Youth Soccer and Football, and all other organizations with non-school district employees. School and

parent group flyers can be uploaded at no cost. Read more on the [Peachjar Policies and Terms of Use page](#).

What if my flyer is not approved?

If approval to distribute your flyer is denied, the posting organization will be notified electronically and a refund will be provided as an account credit after 30 days. This delay enables the district to reconsider the decision and subsequently approve a revised flyer without the need for the external organization to repeat the uploading and checkout process. Peachjar will expedite processing an account credit upon request.

Tips for designing effective e-flyers

- Use colorful graphics and photos, not black and white text.
- Add your registration URL during the upload process AND embed it into your flyer document before you save it as a pdf.
- If your event takes place off campus, add a mapping address as you post your eflyer. That way, parents will be able to see your event location.
- During the upload process, create a descriptive "title" for your flyer.
- Use large colorful graphics and less words to make it easy for parents to read on their smartphone.
- Use large fonts and lengthen your eflyer to several pages if necessary. Before electronic distribution, small fonts were needed to save on printing costs, but with eflyers, multiple pages can be sent at no additional cost.
- Creating an eflyer in Microsoft Word is easy! [Click here to learn how.](#)