

MEMO

TO: Community Organizations, Enrichment Providers
FROM: Shanna Rector, Executive Director of Student and Administrative Services, Salina Public Schools
DATE: July 2019
RE: Flyer Distribution, Peachjar Information

For the 2019-2020 school year, Salina Public Schools will continue to use Peachjar as our method for the distribution of eflyers. Peachjar utilizes an innovative eflyer management system that sends District approved eflyers directly to parents' email inboxes and also posts them online at the school's website. Parents will be able to easily find and view eflyers, so organizations will have a greater opportunity for their information to reach its destination. Peachjar charges a fee for this service, but we believe organizations will find the fee nominal in comparison to the printing costs and manpower to prepare and package paper flyers. *Peachjar is also able to directly assist organizations with eflyer design support and other tools to maximize eflyer impact.*

Procedure to follow:

Visit www.peachjar.com and register with Peachjar as an "Enrichment or Community Organization" and upload your eflyer for distribution to your desired school(s). The website provides tutorials and all the information you need to get registered.

The disclaimer below will automatically embed onto the flyer once it uploads:

"These materials are neither sponsored nor endorsed by the Board of Education of U.S.D. 305, the Superintendent, or this school."

PLEASE NOTE: During the eflyer upload process, you will be asked to choose a distribution date and also the duration of your eflyer posting. Please use a distribution date from the chart below when you indicate when you would like your eflyer to be distributed. The district will only post the uploaded flyers on those dates, regardless of what date you are uploading your flyer. For example, if you upload a flyer on August 19, it will not distribute and post until our set date on August 23. Regarding duration, that will be up to you, based on how long you want the flyer posted.

After you have uploaded your eflyer, it will be routed automatically to USD 305 for approval, and then emailed to participating families, according to the schedule below. You will be notified by Peachjar if the eflyer is not approved, or needs revision before it can be approved.

| Upload Deadline (Date eflyer must be uploaded) | *Distribution/Posting Date (Date eflyer will be sent/posted) |
|--|--|
| Monday, July 29 | Friday, August 2 |
| Monday, Aug 19 | Friday, Aug 23 |
| Monday, Sep 16 | Friday, Sep 20 |
| Monday, Oct 21 | Friday, Oct 25 |
| Monday, Nov 18 | Friday, Nov 22 |
| Monday, Dec 16 | Friday, Dec 20 |
| Monday, Jan 13 | Friday, Jan 17 |
| Monday, Feb 17 | Friday, Feb 21 |
| Monday, Mar 16 | Friday, Mar 20 |
| Monday, Apr 20 | Friday, Apr 24 |
| Monday, May 18 | Friday, May 22 |

If you have any questions, please feel free to contact my office at 309-4721, and ask for Patti Fiorillo

Sincerely,

Shanna Rector
Executive Director of Administrative & Student Support Services