



RISD's Peachjar Electronic Flyer Program

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About the program

As a convenience and courtesy to our students, families, employees, and patrons, RISD allows third party organizations that provide services to children to distribute materials electronically via the Peachjar e-flyer service.

As part of efforts to be more environmentally friendly, embrace innovative technology and maintain fiscal responsibility, RISD uses electronic flyer delivery. **Paper flyers from outside organizations are not distributed by RISD.** Submission of flyers that include information in both English and Spanish is highly encouraged.

Flyers will be distributed via email to applicable parents, and will also be posted to the Peachjar flyerboard (webpage) of applicable schools. There is a link to each school's Peachjar flyerboard on the *Quick Links* section of the homepage of the school's website.

Instructions and protocols for using the Peachjar e-flyer system

Peachjar generally charges non-RISD organizations a per-school fee for each flyer distribution. This is true whether or not the organization is non-profit. A given flyer cannot be distributed through Peachjar more often than once every 30 days.

If the non-RISD organization will materially benefit from the service or event being promoted in the flyer, *and* if the service or event does *not* directly and materially benefit RISD schools or students, then the organization *will* have to pay in order to post the flyer. Please visit www.peachjar.com for more information. Your organization will need to create an account with Peachjar in order to submit flyers for distribution to RISD schools.

If the service or event being promoted in a flyer materially benefits one or more RISD schools or RISD students, then the flyer can likely be distributed at no cost. A non-RISD organization will need a [Peachjar Community Free account](#) in order to submit such flyers. Please contact Peachjar at 877-402-1786 or support@peachjar.com for information about establishing a Community Free account.

Requirements for all flyers

All flyers being considered for distribution must:

- *Not* directly conflict with RISD programs, services or events.
- Support RISD’s mission and vision.
- *Not* offer information, activities, goods or services related to alcohol, drugs, firearms or weapons, illegal materials or activities, activities advocating violence or lawlessness, dangerous activities or activities otherwise not suitable for school-aged children.
- *Not* be political in nature, and may not advocate for or against any political candidate, issue, election decision or vote called or being considered or discussed by any elected official, governmental entity or public organization.
- RISD reserves the right to reject any request for distribution that does not comply with its procedures.

The following disclaimer will be automatically added to each flyer: *This non-school activity/publication is not sponsored or endorsed by the Richardson Independent School District.* The Spanish translation of this disclaimer is: *Esta actividad/publicación no es de la escuela y no es patrocinada o avalada por el Richardson Independent School District.*

How to submit a flyer

To submit a flyer, follow the steps below. Once approved, your flyer will be emailed to parents at applicable schools and will also be posted to the Peachjar webpage (“flyerboard”) associated with the applicable schools.

1. Visit www.peachjar.com
2. Log into your Peachjar account (or create an account and then log in)
3. Upload your flyer.

Your flyer will be automatically submitted to RISD for review and approval. **Please allow up to two full school days for your flyer to be reviewed and processed by RISD personnel.**

For questions regarding Peachjar and district flyer approval guidelines, please email steve.huntress@risd.org.

Miscellaneous information about creating and submitting flyers

Call-to-Action Buttons

Peachjar does not support the inclusion of clickable links directly in flyers. Instead, you must configure *Call-to-Action* (CTA) buttons in order to provide your audience with a way to respond to your flyer. CTA buttons are optional and are not required in order to post a flyer. You can set up CTA buttons for one or more of the following:

- Sign Up
- Call
- Email
- Get App

When submitting the web address for a CTA button that requires a web address (*Sign Up, Get App*), be sure to submit the address of the web page that appears in the address field of your web browser *when you are actually viewing the target web page*. If you submit a *redirect* address, which is a web address that actually leads to a web page at a different web address, Peachjar may flag the address as a security risk and prevent you from proceeding with the CTA button.