



## BLUE VALLEY SCHOOL DISTRICT GUIDELINES FOR POSTING INFORMATIONAL FLYERS ON PEACHJAR

The Blue Valley School District recognizes and appreciates the many community activities, events and opportunities made available to Blue Valley families from local businesses and organizations. Blue Valley uses an eFlyer management system, Peachjar, for the posting of approved eFlyers about community opportunities. Flyers promoting community activities and events of interest to parents seeking resources for their children can be submitted per the guidelines below. The flyers, after approval, are accessible on each school's website and via email.

The following guidelines are used by the Blue Valley Communication Department to determine what eFlyers are appropriate for posting via Peachjar:

**FOR-PROFIT PRIVATE BUSINESS:** These materials are generally not permitted. Exceptions can be made for school partners who have an ongoing relationship with the school, or district level partners who have a District-approved partnership agreement.

**COMMUNITY NON-PROFIT ORGANIZATIONS:** E-Flyers are permitted, if the content is relative to children and/or education. Non-profit status must be verified by the Blue Valley Communication Department before approval is granted. Flyers from churches may be included in this category (as long as content is not of a proselytizing nature) for youth events or activities.

**GOVERNMENT ORGANIZATIONS:** The Blue Valley School District has partnered with many government agencies such as county/city parks and recreation departments, city-sponsored events, etc. These type of events or activities directly beneficial to families are permitted.

**POLITICAL CAMPAIGN MATERIALS:** Flyers will not be approved for activities that promote nor endorse a specific political candidate or political position on an issue.

### GUIDELINES FOR POSTING FLYERS:

1. Create an account at <https://www.peachjar.com>
2. To ensure timely posting, flyers should be uploaded for approval at least 10 business days in advance of the event.
3. Paper copies of the information will NOT be distributed to students and are not to be delivered to the school buildings.
4. Flyers will be posted only for nonprofit organizations.
5. Flyers are primarily for student events within the school district boundaries and countywide activities.
6. Information posted cannot be in violation of Board policy, state or federal law.
7. Flyers cannot contain for-profit information or logos.
8. Flyers cannot include website addresses unless there is absolutely no for-profit information, for-profit logos, or religious information included on the website. Instead, you may provide an e-mail address or phone number to which families can contact your organization with any questions and/or to register their children.
9. Official proof of nonprofit status must be provided upon request by Peachjar and/or the Blue Valley School District.
10. Flyers will remain posted up to 30 days.

Questions about the posting process for eFlyers as well as credits and/or refunds should be addressed directly to Peachjar.

Allison Bennett, [allisonbennett@peachjar.com](mailto:allisonbennett@peachjar.com) or (858) 997-2117 x130.

Each request will be reviewed by the school uploader on an individual basis using the criteria above. The decision not to post an organization's information is not to be considered disapproval of the activity/event, but rather a decision based on the best interest of Blue Valley School District students.