



## DISTRICTS

- ✓ Removes burden of distributing paper flyers
- ✓ Includes digital flyer approval system
- ✓ Increases quality control
- ✓ Delivers significant cost savings
- ✓ Free for schools and parent organizations to upload and distribute eflyers



## COMMUNITY ORGANIZATIONS

- ✓ Eliminates costs to copy and deliver paper flyers
- ✓ Once uploaded, eflyers are automatically sent to the district office for approval
- ✓ Eflyers go directly to parents, once approved
- ✓ Highlights activities in full color
- ✓ Boosts community awareness as parents share on social media
- ✓ Includes optional sign-up tool



## PARENTS

- ✓ Receive eflyers as digital images by email
- ✓ View all school eflyers online quickly
- ✓ Choose delivery frequency
- ✓ Share eflyers on social media to encourage friends to participate
- ✓ Click on eflyers to sign-up

**FOR MORE INFORMATION**

[WWW.PEACHJAR.COM](http://WWW.PEACHJAR.COM)



## Peachjar - Frequently Asked Questions by District Staff

### *What if some of our parents don't have internet access?*

Research shows that many parents without internet access at home have other ways to go online. For example, many parents use a smartphone to go online through their cellular network or use/borrow a computer at work or a public library. Additionally, since schools are saving thousands of dollars each year with Peachjar, many districts use the savings to provide a parent resource computer in the front office of each campus that gives parents the ability to go online to view school flyers and other info on their school website. Finally, some schools choose to place a few paper flyers in their front office area.

Once a flyer has been posted online and distributed through Peachjar, if a principal considers it to be essential communication, paper copies can be sent home.

### *What if we don't have all of our parents' email addresses?*

Peachjar has proven tools to facilitate your efforts to gather parent email addresses. Also, parents can click the Peachjar button on school websites to find and view eflyers.

### *What about our parents who don't speak English?*

Since Peachjar sends flyers electronically, there is no additional cost to distribute multi-page eflyers with additional pages in other languages. Additionally, Peachjar's entire website can be viewed in Spanish, French, Italian, or German by selecting "Google Translate" at the bottom of the homepage.

### *Will enrichment and community organizations support this initiative?*

External organizations go through a time-consuming and costly process to copy and deliver paper flyers to schools. Peachjar saves these groups loads of time and typically **cuts the total cost of copying and distributing flyers by more than 50%**. Enrichment and community organizations want school districts to use the most effective means of electronic communication for school flyers – Peachjar provides it.

### *How do we load parent email addresses into the system?*

As a contract service provider, Peachjar uses a secure file transfer protocol for districts to load parent email addresses into their Peachjar account. In accordance with our business agreement and terms of use, parent email addresses are only used for the distribution of school/district-approved eflyers - nothing else! For more detailed information, please ask us for our Data Security Protocol.

### *Our schools send home flyers on a specific day of the week. Can we do this with Peachjar?*

Yes! School and district staff can schedule the eflyers they create for release on a designated day. Those eflyers will be grouped and delivered in a single email along with the eflyers posted by external organizations that are approved by district staff on the same designated day of the week.

### *We already have our own electronic method for school flyers. Why should we use Peachjar?*

Going paperless on your own requires dedicated staff members who take the time to upload flyers to school and district websites and draft emails to parents containing links. Peachjar automates this process and sends visually engaging flyer images directly to parents via email. Additionally, Peachjar's digital flyer approval system is a big time-saver for district staff.

Have more questions? We are here to help! Contact your representative or call 858.997.2117.