



Flyer Distribution Guidelines for Outside Groups

Flyers for Parents/Guardians

- 1) Flyers to be distributed to parents and students must be submitted through Peachjar.com for approval at least two weeks prior to the requested distribution date.
- 2) The Assistant Superintendent or Communications Coordinator must approve all information for distribution. Please contact the Communications Coordinator, Ashley Razak, at 913.724.1396 or arazak@usd458.org with any questions on submitting your flyer for approval.
- 3) Information is distributed for not-for-profit outside organizations, including local parks and recreation departments for sports activities in the Basehor-Linwood area.
- 4) Information is distributed for organizations directly affiliated with the Basehor-Linwood School District including its parent organizations, Basehor-Linwood Virtual School, the Basehor-Linwood Education Foundation and activities and events managed by District employees which primarily serve students enrolled in the Basehor-Linwood School District.
- 5) Information is distributed primarily for student events and activities of an educational nature within the Basehor-Linwood School District or Southern Leavenworth County.
- 6) Information will not be distributed by the Basehor-Linwood School District if it gives the impression the school district is endorsing or promoting a specific religion, religious organization, political candidate, or position on a political issue. When in doubt, the Assistant Superintendent or Communications Coordinator have the right to require the organization to include a disclosure to this effect on the flyer. *((Name of Organization), a non-profit organization, is independent of and not affiliated or endorsed by the Basehor-Linwood School District or the Basehor-Linwood Board of Education. The views, opinions, and programs of _____, therefore, do not necessarily represent those of the Basehor-Linwood School District.)*

Flyers for Staff/District Employees

- 1) The information to be distributed must be submitted through Peachjar.com for approval at least two weeks prior to the requested distribution date. For distribution of posters and large display items, please contact the Communications Coordinator, Ashley Razak, at 913.724.1396 or arazak@usd458.org for approval.
- 2) The Assistant Superintendent or Communications Coordinator must approve all information for distribution.
- 3) Information is distributed for not-for-profit outside organizations.
- 4) Information is distributed primarily for educational events held within the Kansas City metropolitan area.
- 5) Information will not be distributed by the Basehor-Linwood School District if it gives the impression the school district is endorsing or promoting a specific religion, religious organization, political candidate or position on a political issue. When in doubt, the Assistant Superintendent or Communications Coordinator have the right to require the organization to include a disclosure to this effect on the flyer. *((Name of Organization), a non-profit organization, is independent of and not affiliated or endorsed by the Basehor-Linwood School District or the Basehor-Linwood Board of Education. The views, opinions, and programs of _____, therefore, do not necessarily represent those of the Basehor-Linwood School District.)*

Note: Peachjar manages online flyer distribution on behalf of the Basehor-Linwood School District using the latest electronic communication technology. Once your flyer is posted to a school's Peachjar site, parents can view your flyer by clicking on the Peachjar logo on their school website. Additionally, your flyer will be delivered to all parents' email addresses as an embedded image, not a link. This means parents will immediately see your flyer and be able to click through to your website or other links, if you choose to include them with your flyer.

Peachjar charges a fee for this service (up to \$25 per school) which is typically much less than the cost to copy and deliver flyers to each school. To post a flyer, register as an enrichment provider at www.peachjar.com, and select your desired school(s). Your flyer will then automatically be submitted for approval. (See approval guidelines above.) Once approved, your flyer will be delivered electronically to all parents and posted online. For more information, visit Peachjar: www.peachjar.com.