



Peachjar® for Community Partners and Businesses

Starting August 30, MISD will begin sending digital flyers directly to parents while posting them on the schools' websites.

This new partnership will replace the current Community Folder system and process. It will provide improved direct connection to parents and families, linking them with relevant services and programs for their student while eliminating the paper process of flyer distribution on campuses. Parents will now be able to easily find and view flyers and take action immediately to sign up for activities and events.

Peachjar® charges a small fee for this service; however, we believe that the improved direct marketing to parents will improve the effectiveness of reaching your intended audience and families.

Community and Business should [REGISTER](#) with Peachjar® as a "Program Provider" and upload your flyer for distribution to your desired school(s). In your Peachjar account, you will be able to upload your flyer and add call-to-action buttons such as "Call" and "Sign Up Now" for parents to interact directly with your flyer. In your account, you will also have the ability to view flyer metrics to monitor your flyer campaigns!

After your flyer has been submitted through Peachjar®, it will be routed automatically to the MISD Communications & Marketing Department for approval then emailed as a visually engaging, full-color image to all parents who have their email address on file at the district.

[Learn More About Uploading your Digital Flyer.](#)
[View a Video on How To Upload your Digital Flyer](#)

Mansfield ISD Guidelines for Approval and Access to Flyers and Other Nonschool Printed Materials

The Communications and Marketing Department will be responsible for reviewing and approving flyers and printed materials from third parties, external nonschool groups or organizations that provide a benefit to youth and/or parents who wish to distribute materials to students. Eligible groups may include but are not limited to governmental entities, for-profit organizations and businesses, non-profit organizations, local youth sports leagues, scout groups, etc. If at any time it is determined that flyers or written materials presented for approval contain false or misleading information or do not accurately represent the intent of the program and, therefore, do not meet the requirements as a group permitted to distribute to students, the approval of future flyers submitted by the requesting organization will be jeopardized. The

method used to distribute the nonschool material will be through Peachjar[®] electronic distribution and on the District's website.

Peachjar[®]

In an effort to improve parent and community engagement, MISD is now using Peachjar to send digital flyers directly to families. Peachjar is a feature of the District's website under "Community" where approved nonschool materials for distribution will be electronically posted. This information can be for distribution to elementary school students, secondary students or both. Links to Peachjar will be placed on campus websites and campuses will be encouraged to communicate to their students and parents to check Peachjar for the latest information. The District will also regularly promote Peachjar information.

Submission of Nonschool Materials for Peachjar[®]

- Community Partners and Business should [register](#) with Peachjar[®] as a "Program Provider"
- Once registered, upload your flyer for distribution to your desired school(s). In your Peachjar[®] account, you will be able to upload your flyer and add call-to-action buttons such as "Call" and "Sign Up Now" for parents to interact directly with your flyer.
- The flyer/printed material must conform to the standards of the LIMITATIONS ON CONTENT as described in Mansfield ISD administrative guidelines.
- All flyer/printed material MUST have the disclaimer statement in the box below printed at the BOTTOM of the flyer/printed material in BOLD, CAPITAL letters. (The disclaimer statement must be in a font of 12 pt. or larger in all languages represented on the flyer):
THIS ORGANIZATION AND ITS ACTIVITIES ARE NOT RELATED TO OR SPONSORED BY THE MANSFIELD INDEPENDENT SCHOOL DISTRICT

Limitations on Content

Materials shall not be distributed (posted online) if:

1. The materials are obscene, vulgar, or otherwise inappropriate for the age and maturity of the audience;
2. The materials endorse actions endangering the health or safety of students;
3. The materials promote illegal use of drugs, alcohol, or other controlled substances;
4. The materials advocate violation of school rules and fall within the standard described at LIMITATIONS ON EXPRESSION at FNAAL (LEGAL);
5. The materials advocate imminent lawless or disruptive action and are likely to incite or produce such action;
6. The materials include hate literature that scurrilously attacks ethnic, religious, or racial groups, and similar publications aimed at creating hostility and violence if they fall within the standard described at LIMITATIONS ON EXPRESSION at FNAAL (LEGAL); or
7. There is reasonable cause to believe that the distribution of the materials would result in material and substantial interference with any school educational, and/or curricular-related activity or blocks or impedes the safe flow of traffic within hallways, driveways, and entrances and exits of the school building and/or property.

The direct distribution of printed nonschool related materials to students is strictly prohibited.