

Nyack School District's Guidelines for Electronic Flyer Approval & Distribution

Nyack Public Schools cooperates with community groups and organizations that sponsor activities of an educational/enrichment nature for students and staff by distributing materials electronically via *Peachjar*, a free online service that is provided to our schools and community partners.

As part of our efforts to be more environmentally friendly, embrace innovative technology and maintain fiscal responsibility, we have moved from paper to digital flyer delivery. E-flyers will now be emailed directly to parents' inboxes as well as posted online for easy access. Paper flyers will no longer be used as the primary means for flyer distribution. Families who do not have an email address or easy access to computers and smart phones can still receive paper flyers, which will also be made available in each of the schools' main offices and through Family Resource Centers, upon request.

To Request Flyer Approval:

1. Visit www.peachjar.com or www.nyackschools.org and click on the *Peachjar* logo.
2. Register as an Enrichment or Community Organization (Account Type).
3. Upload flyer for approval.
4. Your flyer will be reviewed; and either approved or denied based on the standards below.

Nyack Public School District approves the distribution of flyers that:

- support the basic educational mission of the District
- promote an educational experience for students or parents
- directly benefit students
- are of intrinsic value to the students or their parents/guardians
- provides information for which all students and/or their families can benefit

Nyack Public School District does not approve the distribution of flyers that:

- publicize or promote a particular church, religious organization or religious viewpoint
- publicize or promote a particular political party, political organization or political viewpoint
- are not be suitable or appropriate for children
- contain lewd, obscene, libelous or slanderous language or material
- discriminate against gender, race, age, color, religion, ancestry, national origin or disability
- solicit funds or services for an organization, with the exception of those authorized by the Board.

Flyers submitted for approval should:

- **Be in PDF format**
- **Contain the name and logo of the sponsoring entity or community organization**
- **Be submitted in both English and Spanish, whenever possible, as part of a shared commitment to meet the needs of our diverse population**

Thank You. Please contact the Office of Public Relations and Information at 845-353-7013 for assistance.