

Ennis ISD Flyer Guidelines

In an effort to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility, Ennis ISD has transitioned from paper to electronic flyer delivery. Thus, Ennis ISD no longer distributes paper flyers on campuses. Instead, the district cooperates with organizations that meet specific guidelines (see Ennis ISD Distribution of Non-School Literature Guidelines) by distributing materials electronically via Peachjar.

To request flyer approval, follow the steps below:

1. Visit www.peachjar.com
2. Register as an Enrichment Provider (account type)
3. Upload the flyer for approval

The flyer will automatically be submitted to the Ennis ISD Communications Department for approval. Once approved, the flyer will be emailed to all parents within Ennis ISD and posted online. Paper flyers will no longer be distributed on campuses and sent home in student folders.

Peachjar charges a small fee for its services, but this fee is minimal in comparison to printing costs and the cost of labor for distribution. Visit www.peachjar.com for service fee information. This fee applies to all organizations that are not Ennis ISD organizations or affiliates. Any other approved organization is responsible for paying for its Peachjar flyers. However, certain organizations may request "credit" to post their flyers for a reduced price or at no cost. The distribution of credits is based on credit availability. Organizations that fall into one of three categories listed below may request and receive Peachjar credits from Ennis ISD:

- A. City of Ennis organizations, including but not limited to:
 - a. Ennis Public Library,
 - b. Ennis Police Department,
 - c. Ennis Fire Department, and
 - d. Ennis Parks and Recreation Department
- B. Ennis Chamber of Commerce
- C. Completely free events sponsored by a community-based organization that primarily serves students and families in the District, as determined by the District Administration.

These organizations may request credits from the district. Credits will be awarded by Ennis ISD's Communications Department once the organization's claimed category is confirmed, and its communication material is approved (so long as credits remain available). Ennis ISD may also offer credits to organizations that fall into one of the categories above, and they may decline the credits. Four (4) credits are provided in increments of five. These five credits post one flyer at one school for one month. So, fifteen credits would post one flyer at three different schools for one month. The maximum number of credits awarded per event is fifty credits, which provides enough credits for one flyer at ten schools. Ennis ISD reserves the right to limit the number of credits awarded to any one organization during a school year. Credits are only available to the three categories of organizations listed above. All other organizations, whether

under a district contract or not, must follow the same procedure for utilizing Peachjar. Unless expressly written, a contract with the district does not include marketing or flyer distribution.