



What can my school do to help promote events sponsored by parent groups or community members?

This question comes up a lot because it can be confusing. Attached is the Distribution of Information policy which shares specific information which may be helpful (below may clarify best):

- **The information must promote the academic, vocational, or social/civil/cultural growth of students**

Events that **can** be shared using district resources (e.g., Peachjar, school newsletters, robo calls, etc.) and helps raise funds are **student-focused events** (which includes social growth):

- BINGO
- Book Fairs
- Movie Night
- Carnivals
- Festivals, etc.

Events that **cannot** be shared using district resources and helps raise funds.

- Wrapping paper
- Cookie dough
- MOD Pizza Night
- Amazon Smile program
- Entertainment Books, etc.

PEACHJAR

- *Parent groups:* The district and Everett PTSA Council are strategic partners; PTAs may use the service at no charge (with admin approval). However, they still need to get approval from admin before the school's Peachjar Uploader can submit the eflyer for them (**parent groups do not upload their own flyers**). NOTE: The PDF flyers must have the [nondiscrimination disclosure printed on their flyer](#).
- *Community members:* Please forward all community members to Linda Carbajal (425-385-4041) and she can assist.

BLACKBOARD CONNECT MESSAGES

If your school administrator is sending a school-related robo call, they may add info at the end of their messaging (it just cannot be sent as a stand-alone message).

SCHOOL NEWSLETTERS

If your school administrator is sending a school-related newsletter they may add info at the end of their messaging (it just cannot be sent as a stand-alone message).

COMMUNITY RELATIONS

Distribution of Information

Nonprofit organizations and government entities in Snohomish County may submit information about activities for students held in Snohomish County to the communications department to be considered for publication on the district Web site as community e-fliers.

The communications department will publish its approval process for the posting of e-fliers on the district Web site and will verify that submitting organizations have valid non profit status. In order to be considered for posting, the flier must:

- promote the academic, vocational, or social/civil/cultural growth of students;
- contain an express disclaimer that the school and the school district do not endorse or sponsor the organization promoting the activity;
- be screened for the appropriateness of its content, and may not contain any proselytizing language;
- be made available in designated quantities for students who do not have web access; and
- prominently display scholarship availability.

The communications department will provide school newsletter editors with news articles directing students and their parents to the website for community e-fliers.

Organizations and government entities which approach individual schools with requests to distribute materials to students will be directed to the communications department.

Upon request, schools with available space and resources to do so, are authorized, but not required, to allow equal access for nonprofit organizations and government entities in Snohomish County to leave fliers, approved in advance by the communications department, on available unmanned information tables as space permits at such events as curriculum nights and open-house events. When such requests to leave fliers are approved by the principal, the principal must verify with the communications department that each organization leaving fliers on available tables is an approved nonprofit organization and that the particular flier has been screened and approved.

Inclusion of such information tables shall not impede or detract from the school's intended program. Principals who approve requests by organizations/entities to leave fliers for a particular event are authorized to limit tables and fliers to space available.

Cross Reference: [Board Policy 4140](#) Distribution of Information

Adopted: October 24, 1994
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