News release

EVERETT PUBLIC SCHOOLS

February 4, 2015
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District enhances eflyer process between organizations and families
Eflyer distribution, now through Peachjar, puts information directly in the hands of families

Once upon a time, district schools sent paper flyers home with students.

Then, in the interest of saving time and conserving resources, paper flyers became eflyers on the Web. Less paper was wasted, and families could find activities for students with a few clicks.

Now the business of flyers is getting even better because we are partnering with Peachjar. Not only will Peachjar send eflyers directly to families via mobile-friendly email, it will also have a button on each school's website so that families can easily see the eye-catching flyers that affect them.

This partnership keeps some things the same and will change some things:
- Eflyer guidelines are the same. We still promote student activities provided by not-for-profit organizations in Snohomish County. We still require those flyers to have a disclaimer statement and make it clear that they include scholarships for students who need financial help.
- Instead of sending eflyers to the district, organizations upload them to Peachjar. Peachjar lets the district know when an eflyer needs approval. Once approved, the eflyer lands on the Peachjar website and families get an email notification about the activity.

Peachjar does charge organizations a fee for its services. Their fee covers their operational cost; none of it goes to the district. Testimony from other organizations in school districts across the state and nation is positive. Even with a fee for their services, the "targeted" service of getting information directly to parents is seen as a benefit.

If you have an organization and would like to submit a flyer, see our website.

If you are a family member and want to see flyers for your student's school, visit our student opportunities webpage.

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