

## Guidelines for eFlyer Approval

Bentonville Schools partners with community groups and organizations that sponsor activities that enrich, engage and enliven the educational experience for students, families and staff. We believe that part of our purpose is to serve as a conduit between community partners and our students and families.

To facilitate this exchange of information, we implemented Peachjar, an online eflyer service, and no longer accept paper flyers for distribution to our students. This service is free to Bentonville Schools. There will be a small fee charged to outside organizations to use this service. Discontinuing paper flyers is more fiscally and environmentally responsible, more efficient and embraces innovative technology. E-flyers will now be emailed directly to parents' inboxes, viewable on our app and posted online for easy access to information about approved community and district programs, events and educational opportunities.

To Request eFlyer Approval:

Visit [www.peachjar.com](http://www.peachjar.com).

- Register for an account
- Upload flyer for approval
- Bentonville Schools staff will review and approve or deny content based on standards below

Bentonville Schools will generally approve the distribution of an eflyer that:

- Promotes an educational experience for students, families, caregivers and Bentonville staff, a healthy use of leisure time, a special enrichment opportunity, or an activity that engages students and families in the community.
- Provides information or promotes activities aligned with the mission of the district, directly benefits students, or be of intrinsic value to students and families.

Bentonville Schools will NOT approve the distribution of an eflyer that:

- Promotes, publicizes or provides materials for projects, activities or programs of a particular church, religious organization or religious viewpoint.
- Promotes, publicizes or provides materials for projects, activities or programs of a particular political party, political organization, political viewpoint or ideology.
- Promotes, publicizes or provides materials for projects, activities or programs of a particular affinity group.
- Is not appropriate for students.
- Solicits funds or services for an organization unless authorized by Board policy.
- Does not align with the mission of the Bentonville School District.

- Promotes commercial enterprises.