

GETTING STARTED WITH PEACHJAR

Van ISD uses a company called Peachjar to get digital flyers out to our parents. We are working towards eliminating paper flyers altogether since it has been our experience that most of those get lost in backpacks. Most parents check their email multiple times a day but usually only check backpacks once or twice a week. We require all organizations outside our school to set up an account with Peachjar in order to get their information out to our parents. Peachjar submits all flyers to the Van ISD Communications Office for approval before distribution to our parents.

Free Flyers

Outside organizations and community groups can send flyers free of charge if the program or event being marketed is entirely free to our parents and students with no encouragement for future fees, paid services, or vendor participation.

Paid Flyers

Peachjar charges a fee for any program or event that has a fee associated with it. Peachjar's fees are typically less than what it would cost an organization to print and distribute paper flyers.

STEPS TO GET STARTED WITH PEACHJAR

Use this link to set up an account with Peachjar:

<https://www.peachjar.com/program-providers.html>

Use this link to learn about Peachjar's pricing structure:

<https://blog.peachjar.com/all-about-peachjar-pricing-for-community-partners>

Use this link for more information:

<https://www.vanisd.org/Peachjar>

A few quick things to remember for flyer requirements:

- All flyers are required to be sized vertically at 8.5 x 11 inches (standard paper size)
- Flyers must be in PDF format
- Flyers can be full color
- Flyers can be no more than 4 pages
- If possible, a Spanish translation of the flyer is helpful since we have Spanish speaking families.

There is a free web based design program called Canva that we use most of the time when designing our school flyers. It's very user friendly and a great resource to use for designing eye catching flyers. Visit www.canva.com to create your free account.

If you have any trouble setting up your account, you can contact Allison Bennett with Peachjar at allisonbennett@peachjar.com.

For any additional questions, contact Lynsey Admire at lynsey.admire@vanisd.org with the Communications Department.

[Click here for our E-Flyer Policy & Procedures](#)

[Click here for tips on designing digital flyers](#)

[Click here for FAQs](#)