Claremont USD
Administrative Regulation
Advertising And Promotion

AR 1325
Community Relations

Distribution/Posting of Materials

The District believes that it is in the interest of the community to facilitate in the dissemination of materials to students and families. The District will approve or deny the distribution/posting of materials based on the standards and policies established by the Board of Education, including but not limited to Board Policy and Administrative Regulation 1325 - Advertising and Promotion.

The district uses an electronic flyer distribution system, which reduces staff time, saves money, embraces technology, and supports our goal of making environmentally responsible decisions.

The District will consider requests to distribute materials from the following agencies, and/or local non-sectarian, non-partisan, non-profit organizations:

- Federal, State, and local government entities (including law enforcement agencies and public libraries) that wish to distribute materials to further and/or protect the health, safety, and welfare of students
- School-connected organizations and clubs
- Business/Community partners of the District, including Claremont Educational Foundation, that provide local resources, volunteers, and after school programs that directly enhance or support educational instruction and enrichment
- Community colleges, universities or other non-profit institutions of higher education that have a partnership with the District
- Local park, recreation district, or sports league/camp and partner with the Joint City/District Youth Sports Committee
- A local non-profit charitable community organization in good standing with the California Secretary of State and/or Internal Revenue Service, offering school-aged children educational and cultural programs or activities within the boundaries of the CUSD, and that are open to all CUSD students, regardless of residency
- Charity Drive (must be approved by Board action)

Regulation CLAREMONT UNIFIED SCHOOL DISTRICT
approved: May 21, 2007 Claremont, California
revised: May 03 2012
revised: June 28, 2017
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DISTRIBUTION PROCESS

The District has partnered with Peachjar* to provide an electronic alternative for distributing flyers. Peachjar’s eflyer management system emails District-approved flyers directly to parents’ inboxes. Parents can view eflyers from their smartphone, computer or any other electronic device. In addition, flyers are also posted on the school’s website for easy viewing.

Organizations will enjoy the decreased costs of photocopies, along with the ease of distribution and accessibility to reach a larger group of interested parties.

Organizations with questions regarding our guidelines are encouraged to contact the Office of the Superintendent prior to submitting a flyer for distribution through Peachjar.

The organization requesting flyer distribution must be the lead organization hosting, managing, and collecting any fees for the event and therefore must present proof of its own non-profit status from the State/IRS.

- Visit www.peachjar.com, and register the organization with the appropriate Account Type
- At least two weeks prior to the date of desired posting, submit the following through Peachjar:
  - Flyer Material must contain the following disclosure: “Claremont Unified School District neither endorses nor sponsors the organization or activity represented in this material. The District accepts no liability or responsibility for the program/activity. The distribution or display of this material is provided as a community service.”
  - Current verification of 501(c)(3) non-profit status (government agencies are exempt from this requirement). Non-profit I.D. number must be included on flyer
    - You may be asked to submit an updated letter if your verification is more than two years old.

Flyers are automatically submitted to CUSD for approval through Peachjar. The District typically reviews flyer posting requests within 5-7 working days, excluding holidays and observed breaks. Please submit your flyers well in advance for optimal opportunities. The District will review the information submitted and determine if the request is in accordance with District Administrative Regulation 1325 - Advertising and Promotion.

1. Organizations will be notified, through Peachjar if their flyer was approved, denied, or if additional information is required.

2. The Superintendent’s office will keep a record of the material distributed by outside organizations and will determine if the nonsectarian, nonpartisan, nonprofit organization/agency has previously distributed material during the current school year. Except for business/community partners of CUSD, an organization and/or agency will be permitted to distribute no more than two items per school year.

3. Each organization and/or agency shall not submit material that:
   - Would conflict with students’ enrollment and attendance in the Claremont Unified School District
   - Would include non-CUSD school instruction and/or other programs/activities which CUSD and educational partners also provide
4. **Program Conflict**: Flyers promoting programs, classes, and/or activities that compete/conflict with Claremont Unified School District programs may not be approved. The District reserves the right to deny any request.

5. Organizations or individuals that engage in violations of the flyer guidelines may be banned from future distribution of promotional and/or informational materials.

To ensure families receive adequate information and to minimize questions directed to school staff, flyer must contain the following:

- The name of the sponsoring agency/organization, including contact information (name, phone number, and email address)
- The non-profit I.D. number must be included on the flyer, and recent State/IRS documentation must be uploaded to Peachjar together with the flyer submission
- Location, date(s), and time of event
  - *Location of event must be within the boundaries of the Claremont Unified School District, and program or activity shall be open to all CUSD students, regardless of residency*
    - *If flyers promote a non-school activity held at a Claremont Unified School District site, the sponsoring organization must have an approved Facilities Use Form on file before the flyer can be considered for distribution*
- Program/Event Fee *
  - *The flyer must indicate if it is a free program/event or if there are any costs associated with the activity and must describe the full cost for participants including registration or admission fees, and material costs.*

Prior to submitting a request to Peachjar, please ensure that both the organization and material adhere to the District’s Administrative Regulation. Peachjar sets and collects fees for this service and issues no refunds*. Peachjar only applies a credit to your account for non-approved flyers.

No guarantee of distribution date can or will be given, and material may not be directly distributed to schools without prior authorization from the District.

**By submitting a flyer for distribution through Peachjar, you acknowledge that you have read and comply with the following District requirements:**

Organization is a:

- Federal, State, and local government entity, including law enforcement agency and public library, or
- school-connected organization or club, or
- community college, university or other non-profit institution of higher education that has a partnership with the District, or
- local park, recreation district, or sports league/camp and partner with the Joint City/District Youth Sports Committee, or
- a local non-profit charitable community organization in good standing with the California Secretary of State and/or Internal Revenue Service, offering school-aged children educational and cultural programs or activities within boundaries of the CUSD and open to all District students, regardless of residency, or
business/community partner of the District providing local resources, volunteers, and/or after school programs that directly enhance or support educational instruction and enrichment.

➢ Material submitted through Peachjar by school-connected organizations (i.e., CPFA groups, booster organizations, clubs, etc.) will be approved by the Department of Student Services.

➢ Material submitted through Peachjar by outside agencies/organizations (i.e., City of Claremont, CEF, City Library, etc.) will be approved by the Superintendent's Office.

*Peachjar sets and collects fees for this service and issues no refunds. Service fees may be waived when an outside community organization is promoting a free event that does not entice participants to join a fee-based program, or purchase products or services. Contact Peachjar to request more information.

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