



Chesapeake Public Schools  
312 Cedar Road  
Chesapeake, VA 23322

## **Guidelines for Outside Organizations Flyer Approval via Peachjar**

Chesapeake Public Schools provides the service of electronic flyer (eflyer) dissemination via Peachjar, a free online service for our students and parents to receive announcements from their child's school, nonprofit 501 (c)(3) organizations in the city of Chesapeake, and state supported organizations. As part of our efforts to be more environmentally friendly, embrace innovative technology, reach more families, and maintain fiscal responsibility, we are moving from paper to digital flyer delivery in August 2014. Eflyers will now be posted on each school's webpage for easy access and may be emailed directly to parents' and guardians' inboxes. Paper flyers from outside organizations will no longer be distributed.

### **To request flyer approval:**

- Visit [www.peachjar.com](http://www.peachjar.com) or [www.cpschools.com](http://www.cpschools.com) and click on the Peachjar logo.
- Register as an Enrichment Provider (Account Type).
- Upload flyer for approval (in a PDF format).
- CPS staff will review the material and approve or deny based on the standards below.

### **CPS approves the distribution of:**

- Flyers for nonprofit 501 (c)(3) organizations based in the city of Chesapeake, as well as state supported organizations.
- Flyers that promote an educational experience for students or parents, a healthy use of leisure time, and/or a special enrichment activity.

#### **NOTE: 501 (c)(3) organization flyers must include the following statement:**

*The information contained herein is distributed by the Chesapeake Public Schools as a public service. The Chesapeake Public Schools does not endorse any agency related to the information contained herein, nor is any agency/program related to the information contained herein, sponsored by or in connection with the Chesapeake Public Schools.*

### **CPS does not approve the distribution of:**

- Materials for projects, activities, or programs that would publicize or promote a particular religious organization or religious viewpoint.
- Materials for projects, activities, or programs that would publicize or promote a particular political party, political organization, or political viewpoint.
- Materials for events deemed potentially dangerous or deemed not suitable for children.
- Materials for all for-profit vendors requesting distribution of their products/services.