

# Guide to Digital Flyer Success

## For Program Providers

Peachjar is committed to your organization's success with digital flyer marketing. This guide provides useful tips and tools to ensure your flyer is effective in driving parent engagement - through digital flyer design, social sharing, and more!

# Digital Flyer Design



Digital flyers and paper flyers are viewed in very different ways. Over 55% of digital flyers are viewed on smartphones. Therefore, re-design your flyer so that it looks great on all devices!



Start with an easy-to-use flyer design tool. **Canva** is free and very powerful.

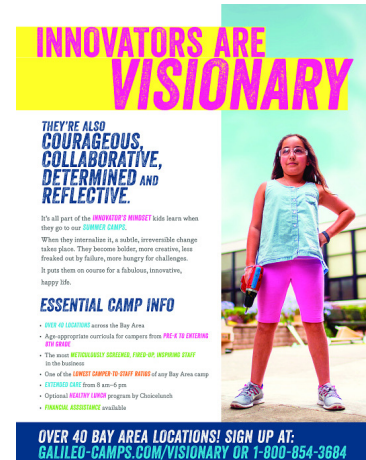
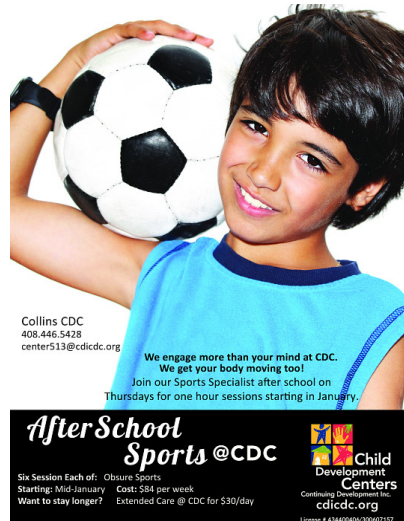


Begin your design in portrait orientation using an 8.5 x 11 inch document and save as a PDF file - make sure it does not exceed 6 MB.



Use large graphics to make your flyer visually engaging on all electronic devices.

# Digital Flyer Design (cont.)



Use bold colors. Digital flyers are delivered in full-color.



Use large fonts and avoid putting too much text on one page. Multiple pages don't cost more.



Embed your organization's website URL so that parents can click to visit your website. We suggest using Adobe Acrobat or **PDFescape**.

# Digital Flyer Design Tools



Get your digital flyer professionally designed for \$79 at [eFlyer Designs](#)

[Learn More](#)



Create your own flyers with [Canva](#), a free and easy-to-use design tool

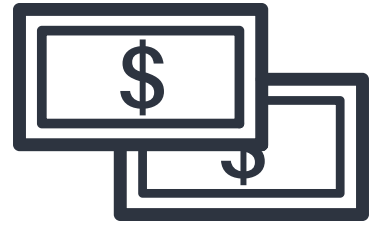
[Learn More](#)

Canva and eFlyer Designs are third-party service providers that Peachjar recommends for digital flyer design services. All support inquiries must go to the appropriate service provider.

# Tips for Digital Flyer Success



Create a sense of urgency - set a promotion or registration deadline



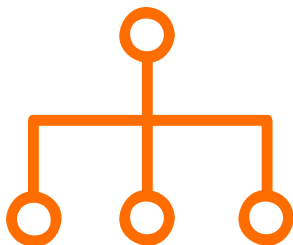
Provide an incentive - offer a discount or bonus



Include a call-to-action with Peachjar's "Sign Up Now" button



Use testimonials!



Ask friends and colleagues to share your flyer on social media



Allow enough time for the district to approve your flyer and for parents to sign up



# Add a Peachjar 'Call to Action' Button



Be sure to include a call to action button to drive parents to your website! Here's how...

- 1 Log into your account and click "Send a Flyer"
- 2 During Step 6, fill out one or both of the URL fields to add a call to action button to your flyer

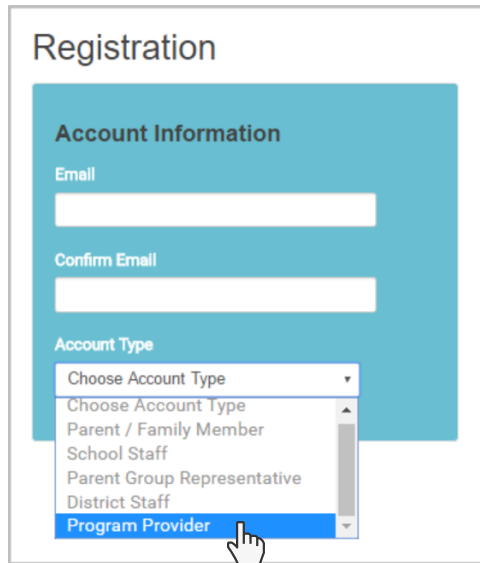
- 3 Click the corresponding test URL button to check the link

- 4 Submit your flyer for district approval



A call to action button will appear below your flyer in the emails sent to parents and on each selected school's website.

# Get Started



The registration form is titled "Registration" and is set against a light blue background. It contains the following sections:

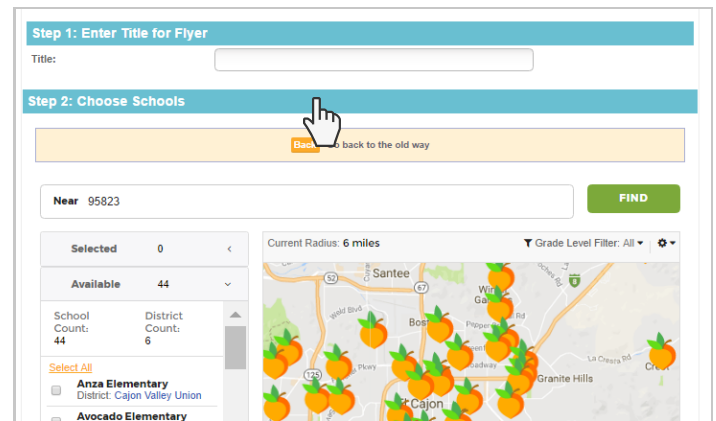
- Account Information:** Includes two input fields for "Email" and "Confirm Email".
- Account Type:** A dropdown menu with the text "Choose Account Type" at the top. The menu is open, showing the following options: "Choose Account Type", "Parent / Family Member", "School Staff", "Parent Group Representative", "District Staff", and "Program Provider". A mouse cursor is pointing at the "Program Provider" option.

1

Create an account as a "Program Provider"

When you submit your flyer, Peachjar automatically routes it to the appropriate district for approval

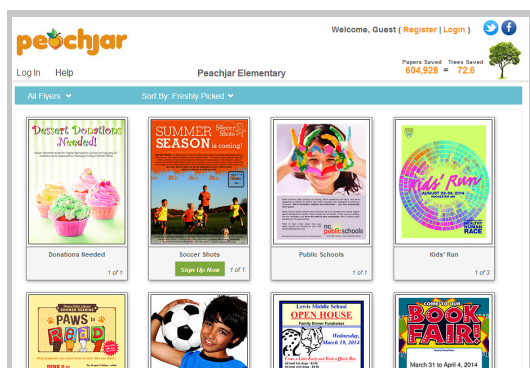
2



The screenshot shows the "Step 1: Enter Title for Flyer" and "Step 2: Choose Schools" interface. It includes a "Title:" input field, a "Back" button with the text "Go back to the old way", a "Near" input field with the value "95823", and a "FIND" button. Below these is a table showing "Selected" (0) and "Available" (44) schools. A map on the right shows the current radius of 6 miles and a list of schools including Anza Elementary and Avocado Elementary.

3

Upon district approval, your digital flyer will be emailed to parents and automatically posted online





# Questions?

We're here for you!

Call (877) 402-1786 or email [gogreen@peachjar.com](mailto:gogreen@peachjar.com).

Support Hours:  
Monday - Friday  
7:00 a.m. to 4:00 p.m. PST