



## DOWNLOAD OUR DISTRICT APP!

- Customize for your school
- View school news and events
- Lunch menus
- Bus schedules
- And much more!

Springfield School  
District's App

## Meet the Teachers Day

September 6th  
4-7pm

*Come greet and thank your children's teachers  
for all their hard work and dedication.*



MEET THE TEACHERS

Your School Name

## BACK TO SCHOOL

Event Name

### JOIN US FOR A NIGHT OF ENJOYMENT!

Meet new teachers, parents and students, visit classrooms, and see what's in store for the new school year. Bring the entire family and join us for a night of fun before the school year begins.

SEPTEMBER 12<sup>th</sup>  
at 5:00 PM

School Event Information  
123 Main Street  
City, State 12345  
234-567-8910

[www.myschool.com](http://www.myschool.com) | 234-567-8910 | [myschool@email.com](mailto:myschool@email.com)

# Guide to Digital Flyer Success

## For School Staff

Peachjar is committed to your school's success with digital flyer distribution. This guide provides useful tips and tools to ensure your digital flyer is effective in driving parent engagement.

# Digital Flyer Design



Digital flyers and paper flyers are viewed in very different ways. Over 55% of digital flyers are viewed on smartphones - so make sure your flyer looks great on all devices!



Start with an easy-to-use flyer design tool. Peachjar offers free and customizable school digital flyer templates! Log in to your account and click [Eflyer Templates](#).

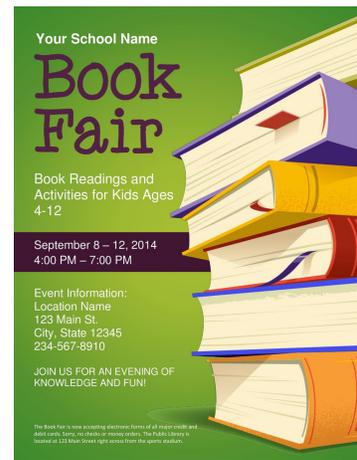
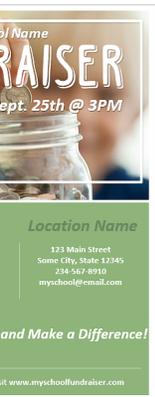


Begin your design in portrait orientation using an 8.5 x 11 inch document and save as a PDF file - not to exceed 6 MB in size.



Make your headline clear and concise. It should tell parents exactly what your flyer is about and be easy to view.

# Digital Flyer Design (cont.)



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



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



If your district distributes flyers in more than one language, combine multiple flyers into one with Adobe Acrobat or PDFescape.

# Digital Flyer Design Tools



Peachjar offers **free** and **customizable** digital flyer templates for your school and parent groups!

[View Templates](#)



Create your own flyers with **Canva**, a free and easy-to-use design tool

[Learn More](#)



Get your digital flyer designed for just \$5 from **Fiverr**.

[Learn More](#)

Canva and Fiverr 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



Post early - allow enough time for parents to sign up



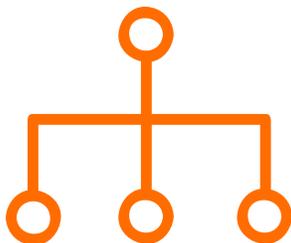
Use digital registration - check out [SimplyAfterschool](#) for forms



Include call-to-action buttons



Use parent or student testimonials

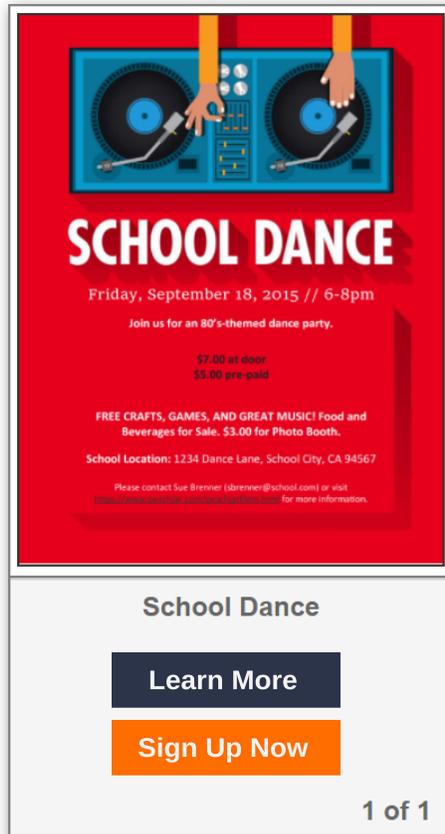


Share your flyer on social media and ask others to do the same



Create a sense of urgency - set a registration deadline

# Add Call to Action Buttons



All flyers can contain a "Learn More" button in addition to "Download the App", "Sign Up Now" or "Call Now". Here's how...

- 1 Log into your account and click "Send a Flyer"
- 2 On the flyer upload page, insert your URL into the field that corresponds with the call to action you'd like to include

- 3 Click the 'Validate & Add' buttons to check the links

- 4 Submit your flyer for distribution to parents



Call to action buttons will appear below your flyer on the school's flyer page and within the emails sent to parents.

# Peachjar's Training Tools

Your account is equipped with training tools to help you get the most of of your Peachjar account! Click "Training Tools" to view training videos related to your account type.

Also, be on the lookout for our free webinars! We send email invites and post them on our [website](#).

## Training Documents

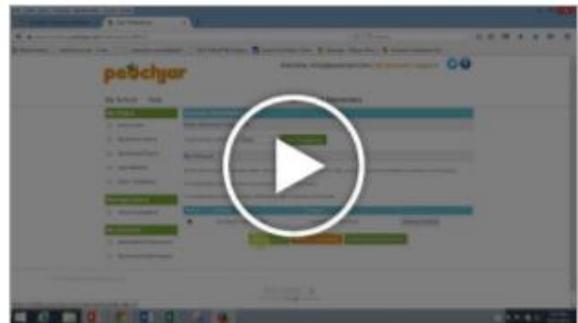
Please review Peachjar's [Guide to Digital Flyer Success](#) for tips to ensure your flyer reaches parents most effectively.

## Training Videos

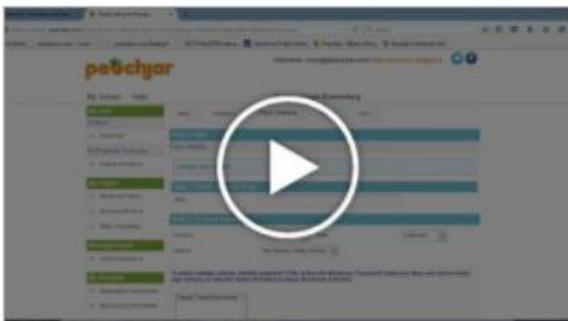
### Introduction to Peachjar (3:46)



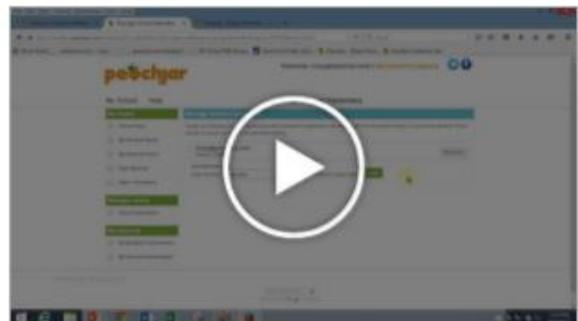
### Logging in and Account Orientation (7:37)



### How to Upload an Eflyer (7:39)

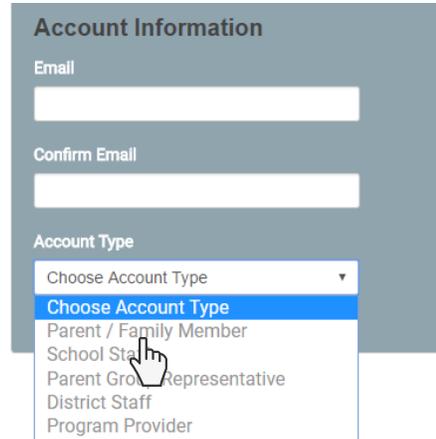


### Assigning Flyer Uploading Rights (1:51)

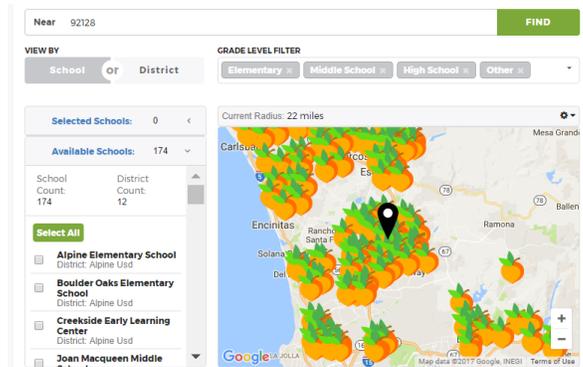


# Get Started

**1** Go to [Peachjar.com](https://Peachjar.com) and log in to your account. If you aren't able to send a flyer, ask your Peachjar school admin to grant you uploading privileges.



**2** Click [Send a Flyer](#) to begin uploading your digital flyer.



**3** Once submitted, your digital flyer will be [emailed to parents](#) and automatically posted to each school's website.





# Questions?

We're here to help!

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

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