GCS AND THE NEW ELECTRONIC BACKPACK
AKA PEACHJAR
THE BURDEN OF DISTRIBUTING PAPER FLYERS

Print Flyers → Make Copies → Deliver to Schools → Students Bring Home → Parents Dispose

School Staff Distributes
But with Peachjar, approved flyers are emailed directly to parents’ inboxes.

*We will eventually have the ability to upload parent email addresses into Peachjar.

Parents will receive an email so they can opt-out of the e-flyers.

They can also choose how often they want to receive the emailed flyers.
FLYERS ARE ALSO POSTED ONLINE

Easy for parents to find & view flyers
How it’s working right now:

Each school has its own Peachjar URL, linked from the front page of the school website.

Parents click on the Peachjar button to access eflyers and to register for an account if they want the flyers delivered right to their email account.
QUALITY CONTROL WITH PEACHJAR

• **E**FLYERS GO TO ALL PARENTS BY CLICKING ON THE LINK OR SIGNING UP FOR EMAIL

• **COMMUNICATION IS LIMITED TO SCHOOL/DISTRICT-APPROVED FLYERS**

• **USERS CAN SET DELIVERY PREFERENCES (IMMEDIATELY, DAILY, OR WEEKLY)**
Outside enrichment providers, especially those with participation fees:

- Tutoring groups
- Church basketball leagues
- Girl Scouts
- Winter Break camps
- After-School Theatre Classes

Who posts flyers through the online Peachjar system?

Here’s how:

- Register at [www.peachjar.com](http://www.peachjar.com)
- Go to “My Account”
- Click on “Post a Flyer”
- Select desired schools

The flyer is automatically sent to the district office for approval (based on the Board of Education’s Distribution of Materials Policy) or denial.

Approved flyers are immediately posted online in each school’s Peachjar URL.
### Benefits for Outside Organizations

#### Peachjar Eflyers

- **Cost to Post and Distribute an Eflyer**: $15-30 (per school, per month)
  - Less expensive
  - Easy to use
  - Saves staff time
  - Free use of color

- **Fast Digital Approval**

- **Schedule Distribution**

- **Avg. Cost per Eflyer**: 3-6¢

#### Paper Flyers

- **Avg. Cost to Copy and Deliver 500 Flyers**: $62+
  - Requires paper, toner, and maintenance
  - Staff labor
  - Delivery (labor and mileage)

- **Time-Consuming Approval**

- **Average Cost Per Black/White Flyer**: 12¢

- **In Greensboro (Kinkos)**: 22¢ for black and white flyer printing, 75¢ for color
WHO POSTS THROUGH THE SCHOOL-BASED PEACHJAR SYSTEM?

EVENTS AND ACTIVITIES SPONSORED BY THE SCHOOL, PTA OR A BOOSTER CLUB:
• Parent letters
• Parent nights/Events
• Newsletters
• Volunteer requests
• Picture Day
• Fundraisers
• Back-to-school events
• Book Fairs
• Chick-fil-A Night
• School Supply Lists

HERE’S HOW:
• Each school principal was asked to select a couple of school-based Peachjar administrators.
• Send those names and email addresses to Cynthia Shah-Khan, shahkhc@gcsnc.com
• Peachjar sends you an email
• You upload those flyers — at no charge

Flyers are immediately posted online in each school’s Peachjar URL.
Q. **WHAT IF ONE OF OUR PARTNERS REALLY WANTS TO SEND PAPER FLYERS HOME?**

A. **DURING THIS FIRST YEAR OF THE TRANSITION, WE ARE STRONGLY ENCOURAGING ENRICHMENT PROVIDERS TO USE PEACHJAR. IF THEY ALSO WANT TO SEND HOME PAPER FLYERS, THEY CAN DO THAT WITH SCHOOL APPROVAL.**

Q. **HOW DOES THIS HELP SCHOOLS?**

A. **SCHOOLS HAVE LIMITED RESOURCES - ELECTRONIC FLYERS TAKE THE BURDEN OF DISTRIBUTING FLYERS OFF SCHOOL STAFF. THIS IS MORE ENVIRONMENTALLY FRIENDLY. SCHOOLS CAN SEND HOME PAPER COPIES OF LETTERS AND OTHER HANDOUTS, THEN ALSO UPLOAD THEM INTO THEIR ELECTRONIC BACKPACK SO PARENTS CAN FIND THEM AGAIN LATER.**
District Relations has received calls from parents with limited resources. Those parents are upset about their child bringing home information about fee-based activities, from the Yogurt-Night Fundraiser to basketball leagues to camps.

Some parents say they feel like the bad guy when they have to say no, because they simply cannot afford it.

This takes the child out of the equation and allows parents to view flyers on their own.

In addition, the new Board Policy on Distribution of Materials requires all fee-based activities to have a discount or scholarship component that must be clearly listed on the flyer.
ACCESS TO THE INTERNET

- 94% of U.S. adults under age 50 access the internet
- 72% of U.S. adults under age 50 own a smartphone
- GCS' research shows in 2013, 94% of parents had internet access; 79% use a smartphone or tablet
THANK YOU!