



Allen ISD Goes Green

Materials Distribution Guidelines

In accordance with Allen ISD policy GKDA (Local), only communication sponsored by the district or a district-affiliated/school-support organization shall be permitted for distribution and circulation on district premises. All communication material must be preapproved by and distributed through Allen ISD's Public Information Office.

This policy pertains to all forms of communication, including but not limited to: flyers, posters, handbills, photographs, pictures, yard signs, electronic marquees, coupons, films, tapes, other written materials, other printed materials, other visual materials, other auditory materials, and all social media platforms.

Organizations that fall under one of the following six categories can distribute material through the district, once they receive the required approval (fees may apply. See Allen ISD Flyer Guidelines).

1. Allen ISD organizations and affiliates include:
 - a. Parent Teacher Associations & Parent Teacher Student Organizations
 - b. The Foundation for Allen Schools
 - c. Allen ISD Booster Clubs
 - d. Campus parent organizations such as "Watch D.O.G.S."
2. City of Allen or Fairview
3. Allen-Fairview Chamber of Commerce
4. University/College academic partnerships (approved by the Learner Services Dept.)
5. Entities under contractual agreements with the district
6. Non-profit, enrichment programs for school-age children (i.e. Boy Scouts, Girl Scouts, Allen Sports Association, etc.)

The approval process upholds all guidelines dictated in the Allen ISD policy GKDA (Local). All organizations must seek approval from the Public Information Office for distribution of their material; nevertheless, the requests will only be granted if they meet one of the guidelines listed above. Allen ISD's Public Information Office maintains the right to deny any distribution request at any time, including requests from organizations that meet the outlined guidelines.

Material Distribution Guidelines

The following materials will NOT be approved for distribution:

- Information pertaining to a specified portion of the district population such as religious groups, political groups, special interest groups, etc.
- Information from non-profit organizations pertaining to fundraisers that do not directly benefit Allen ISD
- Material that is obscene, vulgar or inappropriate for children
- Material that promotes activities, goods, or services related to alcohol, tobacco, drugs, firearms or weapons
- Material that advocates violence, illegal, or dangerous activities
- Material that contains defamatory statements
- Hate literature
- Material that would interfere with school activities or the rights of others
- Information from for-profit organizations or information representing business/corporate interests*

*Information from for-profit organizations or information representing corporate/business interests will only be approved for distribution as part of an approved advertising/marketing contract with the district.

Allen ISD Flyer Guidelines

As part of Allen ISD's efforts to be more environmentally friendly, embrace innovative technology, and maintain fiscal responsibility, the district has transitioned from paper to electronic flyer delivery. Thus, Allen ISD no longer distributes paper flyers on any campus. Instead, the district cooperates with organizations that meet specific guidelines (see Allen ISD Distribution of Non-School Literature Guidelines) by distributing materials electronically via Peachjar. To request flyer approval, follow the steps below:

1. Visit www.peachjar.com
2. Register as an Enrichment Provider (account type).
3. Upload the flyer for approval.

The flyer will automatically be submitted to the district's Public Information Office for approval. Once approved, the flyer will be emailed to all parents within the district and posted online. Remember, paper flyers will no longer be distributed on the campuses.

Peachjar charges a small fee for its services, but these are minimal in comparison to printing costs and the cost of labor for distribution. Visit www.peachjar.com for service fee information. This fee applies to all organizations that are not Allen ISD organizations or affiliates. Meaning, any other approved organization is responsible for paying for its Peachjar flyers.