Guidelines for E-Flyer Distribution

With limited exception, paper flyers are not permitted for district or campus distribution, which includes flyers in take-home folders and general distribution to students or in campus hallways or other school events. The Bastrop ISD Communications & Community Services Department is responsible for reviewing and approving flyers for distribution through our service provider, Peachjar.

1. All flyers posted through Peachjar must be approved through the Communications & Community Services office.
2. All flyers must be submitted in PDF format.
3. Given our high population of Spanish-speaking families, flyers that are in both English and Spanish are highly encouraged and may be required depending on the nature of the content or the campuses that are selected for distribution.
4. Flyers can be from (a) non-profit organizations, (b) approved internal BISD schools/clubs/organizations, (c) BISD community partners; or (d) for-profit groups offering activities or programs that support the educational enrichment of students and their families. In the case of for-profit groups, the activities and programs must not be in direct competition with activities and programs offered by and through BISD.
5. Flyer content must not advocate a religious or political viewpoint.
6. The District will reject any flyers or materials that are obscene, vulgar, or otherwise inappropriate for the age and maturity of the audience; that endorse actions endangering the health or safety of others; that promote illegal use of drugs, alcohol, or other controlled substances; that distribution of such materials would violate the intellectual property rights, privacy rights, or other rights of another person; that contain defamatory statements about public figures or others; that advocate imminent lawless or disruptive action and are likely to incite or produce such action; that scurrilously attack ethnic, religious, or racial groups or contain content aimed at creating hostility and violence; and/or that would materially and substantially interfere with school activities or the rights of others.
7. Curriculum-based events such as essay contests, poster contests, "thons," Earth Day, Arbor Day, etc. need a commitment from the campus principal if school participation is required for a particular event.
8. District/school fundraising activities need a commitment from a sponsoring school's PTA, Booster Club, or campus administrator. Flyers must clearly state that the fundraising activity has been approved by BISD and is being offered through the specific sponsor. (Ex: This Spirit Night Fundraiser with My Favorite Restaurant is being offered by Band Boosters and has been approved through BISD.)
9. Advertisements for fee-based services such as private tutoring or music lessons are prohibited. Fee-based private sports/arts/academic camps will be considered on a case-by-case basis.
10. Nonprofit 501(c)(3) organizations must upload into their Peachjar account a current letter of determination from the IRS indicating their nonprofit status. *(Note: Association with a nonprofit is not sufficient to qualify a group as a nonprofit organization.)*All flyers submitted for consideration by a nonprofit organization should include a nonprofit disclaimer somewhere on the flyer. Flyer content should be specific to the nonprofit organization submitting the flyer and should not include unrelated business, activities, or events, nor promote for-profit business/commerce.
11. **Flyer approval does not constitute endorsement.**Approval simply means the material has been reviewed and meets the guidelines for distribution. BISD administration reserves the right to rescind approval to any organization or person if a complaint is received or the organization or person is found to be in violation of instructions or policies.
12. Since public school policies are subject to change due to legislative action and other outside influences, BISD reserves the right to terminate any flyer postings that conflict with District policy or legislation.

Applicable board policies can be found here and include GKDA - NON-SCHOOL USE OF SCHOOL FACILITIES: Distribution of Non-school Literature, GKB - COMMUNITY RELATIONS: Advertising and Fund Raising in the Schools, and GKD - COMMUNITY RELATIONS: Non-school use of School Facilities.