

## **Information on PeachJar Flyer online publishing platform for NC Interscholastic Cycling League.**

### **What Is Peach Jar?**

Peachjar enables school districts to send school-related information to parents in the form of digital flyers submitted by local non-profit and for-profit organizations. School districts work with Peach Jar to distribute these fliers related to school activities and events, and distribute fliers that are submitted by community or private organizations that may be relevant to students. PeachJar is used by many school districts include most of the largest in North Carolina.

### **How do I sign-up to use Peach Jar?**

For a community organization, such as a NICA cycling team, you need to sign-up via the PeachJar website and created a new account. When signing-up as a non-profit organization you will need to specify your 501c3 FEIN number and attach IRS-issued 501 (c)(3) determination letter, or proof from the IRS that a letter has been issued. Not all NCICL teams are registered as a 501c3, so I've created the account for my team using the NCICL 501c3 information.

### **How do you send out a flyer ?**

#### **Creating a Flier:**

You should create your digital flyer in PDF format which includes a "call-to-action." This call to action might be directing the prospective parent or student athletes to contact your Team Director or Head Coach via e-mail to inquire about joining the team. It might also direct a prospect to a website or Facebook page to learn more about your team before inquiring about sign-up. It maybe also include directing the prospect to follow your social media accounts to see all the cool stuff your team is doing to entice them to join your team.

When you log into your account, you have the option to create a new submission for distribution. This option will ask you to upload your flyer and define the primary

## call-to-action within your flier.

Title  
Join Our Team Sur De Charlotte NICA NATIONAL 44 / 45

Type  
Sports & Recreations X +

Physical Address (optional)

Primary Featured Link  
Email SurdeCharlotteMTB@... X ★

Other Featured Links  
+ Add another link

Test Version

Reupload Flyer Preview Posting

Continue to Select Audience

## Select an Audience:

The next screen allows you to select an age group and a zip code to focus your flyer distribution. From these search options, it will allow you to choose schools to whose parents will receive your flyer via e-mail (when approved by the school or district communications team). It's also possible to choose entire school district.

Parents Staff

Previous Audiences

Charlotte, NC, 28270 Search

Schools are filtered by the child age range.

All Schools Shown (1) Sort & Group

Charlotte Mecklenburg Schools 1/187 School ^

Providence High  
Grades: 9 - 12

View all 187 schools in the district

Child Age 18 to 18+

Pre-K grades PK (ages 0 - 4)  
Elementary grades KG - 5 (ages 5 - 10)  
Middle grades 6 - 8 (ages 11 - 13)  
High grades 9 - 12 (ages 14 - 18)  
Continuing Ed. grades CE (ages 19+)

Common grade span configurations can vary depending on the district.

Reset Done

Continue to Schedule Distribution

## Cost:

PeachJar does offer discounted distribution to non-profit community organizations.

From the PeachJar website:

Regular Price	10% Off
<p data-bbox="289 386 407 436"><b>1-19</b></p> <p data-bbox="305 455 391 478">schools</p> <p data-bbox="272 546 423 590"><b>\$25.00</b></p> <p data-bbox="240 602 456 625">per school distribution</p>	<p data-bbox="591 386 769 436"><b>20-59</b></p> <p data-bbox="638 455 724 478">schools</p> <p data-bbox="605 546 756 590"><b>\$22.50</b></p> <p data-bbox="573 602 789 625">per school distribution</p>