

**Guidelines for Distribution and Posting of Flyers  
And Promotional Materials in Unit 5 Facilities**

This procedure addresses guidelines for the distribution and posting of flyers and promotional materials in Unit 5 facilities. Exhibit 8.25, the *Request for Flyer Approval* form (8.25-E1), must be completed for any flyer or piece of promotional material to be considered for distribution or posting.

The content of this procedure shall be strictly administered and enforced. Failure to comply with any portion of this procedure shall result in the denial of approval requests or the inability of schools to distribute or post associated materials.

Distribution Guidelines

Distribution approval authorizes an organization to provide flyers to be distributed to Unit 5 students at the elementary level. If distribution approval is granted, the organization must:

- Produce all materials to be distributed;
- Provide a bundle of 30 flyers for each elementary classroom in which the organization wishes information to be distributed;
- Deliver bundles of flyers directly to the main office of each elementary school in which the flyers are to be distributed; and
- Comply with the distribution schedule described in the "Timelines" section of this procedure.

To be considered for distribution approval, a flyer must:

- Serve as an advertisement for the secular activities of a not-for-profit community, educational, charitable, or recreational organization.

or

- Advertise curriculum-centered secular activities sponsored by "qualified" for-profit community, educational, charitable, or recreational organizations. In order to "qualify" for this option, requesting for-profit organizations must have made a significant, verifiable contribution (monetary, services, in-kind) to Unit 5 within a year of the flyer distribution request.

and

- Advertise a secular event or activity that provides a direct educational and/or social benefit to students; and
- Promote a secular event or activity that incorporates active student participation beyond audience membership.

Logistical constraints prevent distribution from taking place at the secondary (junior high and high school) level. Distribution is available only at the elementary level. However, "posting" approval (described in the section below) may be sought for materials intended for junior high or high school audiences.

Intra-district flyers promoting Unit 5 fundraisers will be considered for distribution and must be submitted to building principals for approval.

Not-for-profit and for-profit community, educational, charitable, or recreational organizations whose events meet the aforementioned parameters may choose to exercise the "posting" option described below. "Posting" may meet an organization's needs while minimizing production costs.

#### Posting Guidelines

Posting approval authorizes an organization to:

- Provide a poster(s) advertising secular events or activities for display in an area reserved for community posters;

and/or

- Provide flyers advertising secular events or activities for display that may be accessed by members of the school community in a public area of the school.

If posting approval is granted, the organization must:

- Produce all materials to be posted;
- Provide at least one poster and/or at least 50 flyers to each school in which materials are to be posted;
- Deliver posters and/or flyers to the main office of each school in which they are to be posted; and
- Comply with the posting schedule described in the "Timelines" section of this procedure.

Flyers for staff review will be considered for posting and must be submitted to building principals for approval.

Not-for-profit community, educational, charitable, or recreational groups may seek posting approval to reduce their production costs or to advertise secular events that are ineligible for distribution approval because they are intended for secondary level audiences or do not incorporate active student participation beyond audience membership.

For-profit community, educational, charitable, or recreational groups may also seek posting approval for flyers advertising secular events and activities that provide a direct educational and/or social benefit to students.

### Commercial Advertisements

The only commercial advertisements that will be considered for approval are those that are directly related to the following school activities:

- Graduation;
- Class pictures; and
- Class rings.

### Requests for Approval

Requests to distribute or post materials must be made by submitting a completed *Request for Flyer Approval* form (8.25-E1) to the H.R. / Community Relations Specialist. *Request for Flyer Approval* forms may be obtained at the Unit 5 District Office or on the Unit 5 Website ([www.unit5.org](http://www.unit5.org)).

The *Request for Flyer Approval* form requires the following information:

- The requesting organization's name;
- The name, title, and contact information (including postal and email addresses) of a representative of the organization;
- The title and/or a brief description of the specific secular event or activity to be advertised;
- Information about the cost of the secular event or activity and the potential for scholarships;
- A range of dates during which the organization would like materials to be posted or distributed;
- A complete description of the flyer's target audience including school name(s) and grade level(s);
- A request for either distribution or posting of materials in alignment with aforementioned guidelines;
- A statement of not-for-profit status (if applicable); and
- A description of verifiable contributions (monetary, services, in-kind, etc...) to the Unit 5 community (if applicable).

A copy of the flyer must be attached for review.

### Timelines

All *Requests for Flyer Approval* must be submitted at least two weeks prior to the date that an organization wishes materials to be posted or distributed. Failure to meet this deadline shall result in the delay or denial of the request.

### Posting Timeline

Posting timelines shall be developed and implemented by building principals. Materials should be posted as soon as is practicable following their delivery. Posted materials shall be removed at the direction of the building principal.

Distribution Timeline

Student distribution will occur on Wednesdays only. Materials must be delivered to elementary schools, in properly prepared bundles, by the last school day of the preceding week. Failure to deliver materials according to this schedule shall result in delayed distribution.

Principals may utilize the assistance of adult and/or student volunteers in the execution of posting and distribution procedures.

Notification of Approval Status

No later than one week from the receipt of a complete *Request for Flyer Approval*, written notification of approval status shall be sent to requesting organizations.

If an organization's request is approved, a Directory of Schools and Enrollment Guide shall be provided. The Enrollment Guide should be used to determine the number of classrooms for which a bundle of 30 flyers must be prepared.



EXHIBIT: 8.25-E1