Guide to Eflyer Success

Peachjar is committed to your organization's success with eflyer distribution. This guide provides useful tips and tools to ensure your eflyer is effective in driving parent engagement - through eflyer design, social sharing, and more!
Eflyer Design

Eflyers and paper flyers are viewed in very different ways. Over 55% of eflyers are viewed on smartphones. Therefore, re-design your flyer so that it looks great on all devices!

- Start with an easy-to-use flyer design tool. Canva is free and very powerful.
- Begin your design in portrait orientation using an 8.5 x 11 inch document size.
- Use large graphics to make your flyer visually engaging on all electronic devices.
Use bold colors. Eflyers are delivered in full-color.

Use large fonts and avoid putting too much text on one page. Multiple pages don't cost more.

Embed your organization's website URL so that parents can click to visit your website. We suggest using Adobe Acrobat or PDFescape.
Tips for Eflyer Success

1. Create a sense of urgency - set a promotion or registration deadline
2. Provide an incentive - offer a discount or bonus
3. Include a call-to-action with Peachjar's "Sign Up Now" button
4. Use testimonials!
5. Ask friends and colleagues to share your eflyer on social media
6. Allow enough time for the district to approve your flyer and for parents to sign up
Add Peachjar's "Sign Up Now" Button

Be sure to include a "Sign Up Now" button to drive parents to your registration page! Here's how...

1. Log into your account and click "Post a Flyer"

2. During Step 5, provide the URL to your event or program registration page

3. Click the "Test Registration URL" button to check the link

4. Submit your flyer for district approval

A "Sign Up Now" button will appear below your flyer in the emails sent to parents and on each selected school's website.
Get Started

1. Create an account as an "Enrichment or Community Organization"

2. When you post your flyer, Peachjar automatically submits it to the appropriate district for approval.

3. Upon district approval, your flyer will be emailed to parents and automatically posted online.

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Questions?

We're here for you!

Call (877) 402-1786 or email gogreen@peachjar.com.

Support Hours:
Monday - Friday
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