

# 5 Benefits of electronic flyer distribution with ISD 318 & Peachjar

## 1 NO LOST PAPERS

Flyers are delivered directly to parents' email inboxes. Papers no longer travel home with kids, so there's no worry that they will be lost or forgotten.



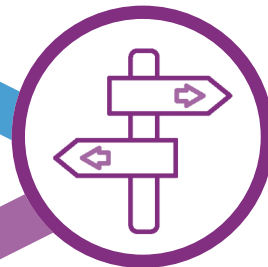
## 2 INCREASED DISTRIBUTION

Now that flyers are distributed electronically, parents of middle school and high school kids also receive district and community flyers.



## 3 REACH SPLIT HOUSEHOLDS

Flyers now go to both primary and secondary households. Plus grandparents and caregivers can also sign up to receive flyers!



## 4 REACH MORE PARENTS

Our district open rate is 49%, which far exceeds the average Peachjar open rate of 32%. And, with electronic flyers we can now pinpoint which flyers are most effective.



## 5 CONTINUAL UPDATES

We are hard at work ensuring that we have the most up-to-date contact information for parents. So, you can rest assured your flyers will land in the right place.



**#318pride**

This is all in addition to lower costs than paper copies, saved staff time, and 33 trees saved in 2018!