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. **CONTINUOUS 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!