





# Adelanto Elementary School District

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## FLYER REQUEST

### PROGRAM GUIDELINES 2018-19 School Year

#### Adelanto Elementary School District Page 1 of 2 2018-19 Flyer Program Guidelines Flyer Distribution Overview

The district acknowledges the value of allowing authorized community-based organizations and non-profit groups to distribute flyers to students and schools within the district for educational purposes.

Flyer approvals will be strictly in accordance with board policies and district guidelines, and applicable law.

Note: Flyers will NOT be distributed during the first two weeks of the school year, during STAR assessment testing, and during the final week of school.

All flyer distribution requests must conform to the district's flyer approval process. The following guidelines have been updated to expedite flyer approvals.

#### Flyer Guidelines

- A. Purpose of flyer program: A flyer submittal must be educational and related to the development of the whole child, in accordance with the mission and values of the district, and of benefit to district students and the communities we serve.
- B. Flyer submittal: Flyers must be submitted to the Chief Business Officer's Office for approval. To submit a flyer for consideration: E-mail it as a PDF attachment to: [isela\\_alfaro@aesd.net](mailto:isela_alfaro@aesd.net), Drop off a clean original at the AESD District Office, 11824 Air Expressway, Adelanto, CA 92301
- C. Flyer approval cycle: Flyers must be submitted at least two weeks prior to the intended distribution date. Allow up to five business days for approval from the date of submittal. Approval processing may be delayed if district guidelines are not followed.
- D. Applicant registration: New applicants must complete a separate applicant registration form before a first-time flyer request will be authorized. Existing applicants are not required to renew their registration information once a registration form is on file, unless requested by the district.
- E. IRS 501 (c) verification: A copy of a non-profit organization's IRS ruling or determination letter (or its annual IRS information or tax return) is required when submitting an applicant registration form.
- F. Proof of non-profit affiliation or sponsorship: The district may request further proof of an applicant's non-profit status or proof of the applicant's affiliation with a non-profit group (e.g., authorized partnerships) when considering a flyer request.
- G. Non-acceptable content: Material for distribution must use appropriate language and graphics content. Examples of non-acceptable content include flyer requests for purposes of solicitation, religious or political advocacy, commercial advertising, and marketing.

*AESD strives to be the High Desert's premier learning establishment where dreams are awakened, academic achievement soars, and integrity leads the way to future success.*

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- H. Flyers for fund raising activities: Flyers for school fundraisers must be submitted by the school or department holding the fundraiser. Flyers from businesses pledging to make donations to schools are not accepted unless they are submitted by a school as part of a specific fundraiser.
- I. Facilities use and flyer requests: If the function on the flyer is taking place at a school or district facility (i.e., multipurpose room, classroom or gym), prior approval must be obtained from the Facilities Department. A copy of the approved Use of Facilities form must accompany the flyer submitted for approval. Processing time for a facilities use request is not included in the five day flyer approval cycle.
- J. Submittal format: An electronic or original version of the flyer must be submitted for approval. A digital PDF file is preferred.
- K. Approval stamp: Once the flyer has been reviewed, and if it is approved for distribution, it will be stamped with the district's approval stamp. All flyers must be APPROVED and STAMPED prior to distribution. Schools will not accept flyers without the approval stamp. Once stamped, no additional information or changes may be made to the approved flyer.
- L. English and Spanish language requirement: To accommodate cultural diversity in our communities, all flyers to be sent home with students must be available in both English and Spanish. This can be accomplished either by printing flyers in separate language versions, or by including English and Spanish content on the same flyer. In either case, English and Spanish flyer artwork must be submitted together for approval.
- M. Applicant ID and sponsor disclosure: All flyers to be distributed shall bear the name and contact information of the sponsoring entity.
- N. Flyer printing and bundling: Distribution and printing or copying of flyers is the applicant's responsibility. Artwork changes may be required to conform to district standards, so please do not print flyers before final approval has been given. Flyers are to be packaged in bundles according to the district's bundle count list. This list includes a breakdown of bundling counts for each school will be made available to flyer request applicants and on the district's Web site.
- O. Non-endorsement disclaimer: Approval of a flyer does not imply district endorsement of the applicant, nor the subject activities, programs, products, services, or other flyer content.

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