



Reserve your space today!

LIVING COAST
Discovery Center

Summer DAY CAMPS
JUNE 9 - JULY 18
AGES 4-18

new exhibit!
Splash of color
WILDLIFE & ART

Convenient Online Registration
www.TheLivingCoast.org

Discounts available online: 10% Multi Sibling, 10% Military, 10% early bird discount

Healthy, Fit & Fun!

ZUMBA + DIO
kids DANCE IT OUT

STILL ACCEPTING NEW STUDENTS TUITION PRORATED

2014

DANCE FITNESS AFTER SCHOOL

ROLLING HILLS ELEMENTARY

CLASS MEETS ON MONDAYS FROM 2:45 PM TO 3:30 PM

BOYS & GIRLS 4-12 YEARS

MORE INFORMATION (619) 203-8074
michele@dancemefit.com

www.DanceMeFit.com

Collins CDC
408.446.5428
center513@cdc.org

We engage more than your mind at CDC.
We get your body moving too!
Join our Sports Specialist after school on
Thursdays for one hour sessions starting in January.

After School Sports @ CDC

Child Development Centers
Continuing Development, Inc.
cdjcdc.org
License # 436400406/200607157

Six Session Each of: Obsure Sports
Starting: Mid-January Cost: \$84 per week
Want to stay longer? Extended Care @ CDC for \$30/day

Guide to Digital Flyer Success

For Program Providers

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

Digital Flyer Design



Digital flyers and paper flyers are viewed in very different ways. Over 55% of digital flyers 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.

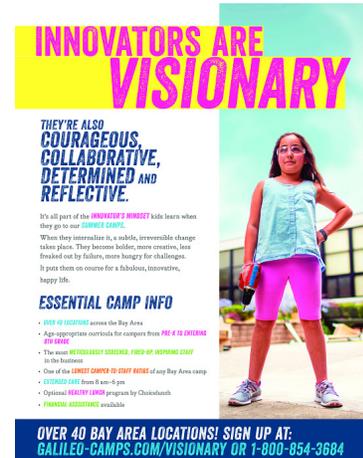
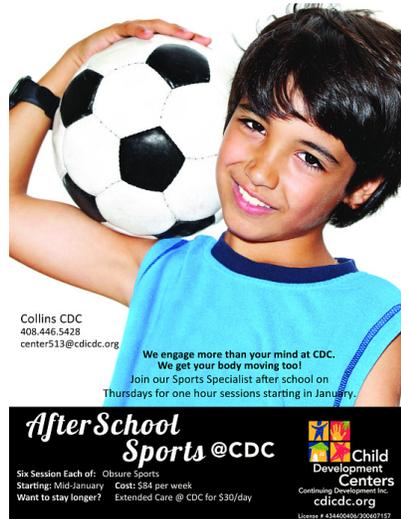


Begin your design in portrait orientation using an 8.5 x 11 inch document and save as a PDF file - make sure it does not exceed 6 MB.



Use large graphics to make your flyer visually engaging on all electronic devices.

Digital Flyer Design (cont.)



Use bold colors. Digital flyers 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**.

Digital Flyer Design Tools



Get your digital flyer professionally designed for \$79 at [eFlyer Designs](#)

[Learn More](#)



Create your own flyers with [Canva](#), a free and easy-to-use design tool

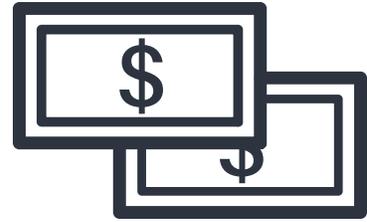
[Learn More](#)

Canva and eFlyer Designs are third-party service providers that Peachjar recommends for digital flyer design services. All support inquiries must go to the appropriate service provider.

Tips for Digital Flyer Success



Create a sense of urgency - set a promotion or registration deadline



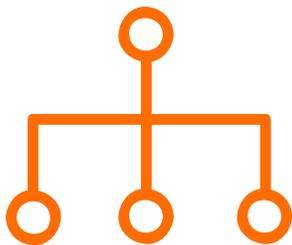
Provide an incentive - offer a discount or bonus



Include a 'Learn More', 'Sign Up Now' or 'Download App' button



Use testimonials!



Ask friends and colleagues to share your flyer on social media



Allow enough time for the district to approve your flyer and for parents to sign up

Add a 'Learn More' or Call to Action Button



Be sure to include a call to action button to drive parents to your website! Here's how...

- 1 Log into your account and click "Send a Flyer"
- 2 On the flyer upload page, insert your URL into the field that corresponds with the call to action you'd like to include

- 3 Click the 'Validate & Add' buttons to check the links

- 4 Complete the remaining steps to submit your flyer



The call to action buttons will appear below your flyer in the emails sent to parents and on each selected school's website.

Get Started

Account Information

Email

Confirm Email

Account Type

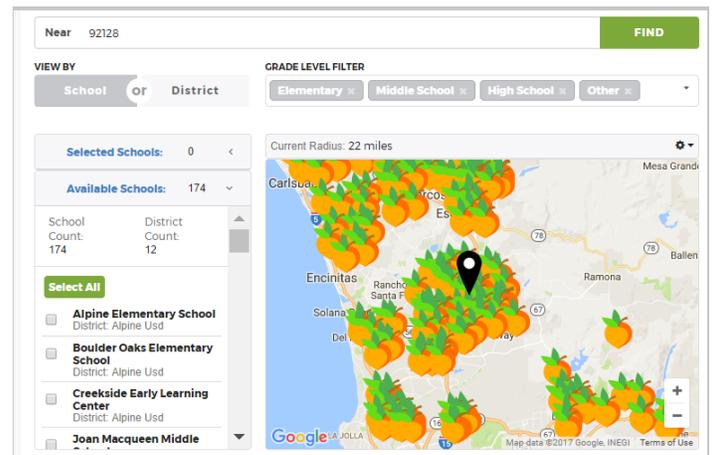
- Choose Account Type
- Choose Account Type
- Parent / Family Member
- School Staff
- Parent Group Representative
- District Staff
- Program Provider

1

Create an account on Peachjar as a "Program Provider"

When you submit your flyer, Peachjar automatically routes it to the appropriate district for approval

2



3

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





Questions?

We're here for you!

Call [\(877\) 402-1786](tel:8774021786) or email
gogreen@peachjar.com.

Support Hours:
Monday - Friday
7:00 a.m. to 4:00 p.m. PST