

# Guide to Digital Flyer Success

## For Community Organizations

Peachjar is committed to helping your organization positively impact the lives of students in your community. This guide provides useful tips and tools to ensure your flyer is effective in reaching parents and increasing 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 a great option!

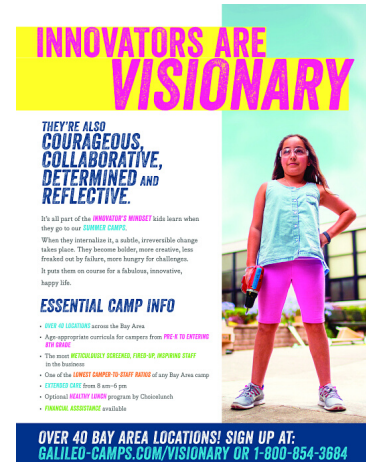
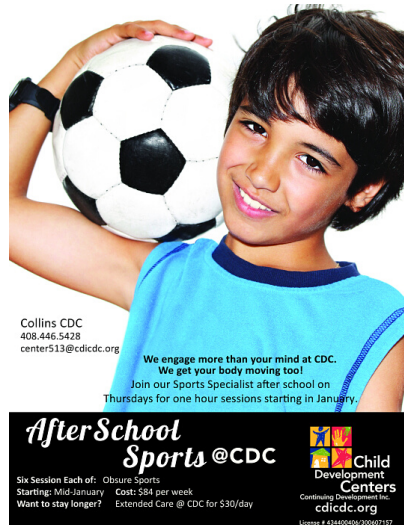


Begin your design in portrait orientation using an 8.5 x 11 inch document and save as a PDF file - make sure it does not exceed 50 MB.



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. Remember: you can attach up to 4 pages at no extra cost!

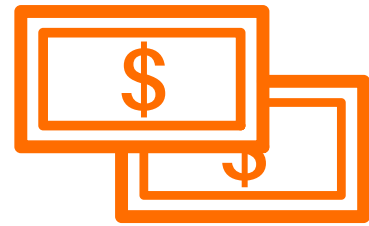


Use Peachjar's call to action buttons to direct parents to visit your website to learn more, register online, call, or download your app!

# Tips for Digital Flyer Success



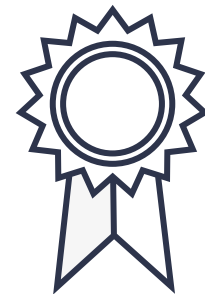
Create a sense of urgency - set a promotion or registration deadline



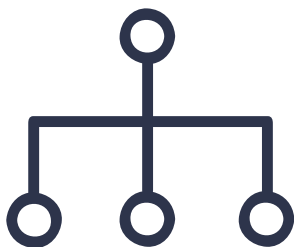
Offer a discount incentive and provide online registration for easy sign-ups



Add call to action buttons that help to increase parent engagement and registrations



Include parent or student 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 Call to Action Buttons

You can add the following call-to-action buttons to your flyer to increase engagement and boost registrations!

**Learn More:** Parents can visit your website with the tap of a button

**Call:** Parents can call your organization right from your flyer

**Email:** Allow parents to email your organization quickly

**Register:** Link your online registration page so parents can easily sign up for programs

**Get App:** If your organization has a mobile app, adding the Get App button allows parents to download it to their phone



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



# Questions?

**We're here for you!**

**Call (858) 997- 2117 or email  
[support@peachjar.com](mailto:support@peachjar.com).**

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