

DISTRIBUTION OF MATERIALS

Procedure

1. Requests for the distribution of non-school-related materials shall be submitted to the District Administrator or their designee who shall determine if the information should be distributed based upon the following criteria:
 - a. The requestor is a tax-exempt entity (e.g., charitable, educational, registered non-profit, governmental, etc.) or non-income generating community group, and not a self-employed individual/contractor/consultant or for-profit entity seeking to advertise or to recruit participants/customers in connection with the service, activity or product offered by the person/entity. The District Administrator/Designee may approve a proposed distribution that related to a community program/activity for children that is primarily charitable in nature, but sponsored or underwritten by a for-profit individual/entity, provided that, in the judgment of the District Administrator/Designee, the program/activity is not most reasonably construed as an effort to advertise the actual service, activity or product that is offered for profit (e.g., a “free seminar,” or most “free trial for good grades” offers);
 - b. The community program/activity must serve K-12 public school-age children;
 - c. The community program/activity does not violate the law;
 - d. The community program/activity must be considered appropriate as determined by the District Administrator or their designee;
 - e. The materials requested to be distributed are not being provided for the purpose of recruiting current RLASD students to attend a non-RLASD school/educational program/activity that occurs during regular school hours during the school year; and
 - f. Community programs/activities do not include, for example, (1) raffles or fundraisers seeking to sell products; or (2) any activity, product or service that is generally open to the public at large as an income-generating or for-profit business activity and that is generally not specific to public school-age students, including those being offered at special rates or discounts (including “student is free” offers) to attract or advertise to school-age customers/consumers and their families (e.g., restaurants, hotels, entertainment venues, etc.)
2. The material, if in print form, shall be sorted in appropriate bundles of 20-25 for distribution for each class; and the information shall contain, in a reasonably prominent location and typeface, a non-endorsement statement on each piece of material requested to be distributed through the schools. Such statement shall indicate that this is not a school-sponsored activity and the RLASD does not approve, support, supervise, or endorse this program/activity.
3. All materials must have a telephone number and website, if available on them in order for parents to get further information.
4. Persons, groups, or agencies seeking approval to distribute materials in schools are strongly encouraged (1) to provide materials translated into the languages spoken by the families receiving the information; and (2) to offer scholarship or subsidy fees to low income students if fees are requested for participation;
5. Failure to meet any of the specific requirements will result in the non-school-related materials not being distributed through the schools.

6. To minimize disruption to classes to the extent possible, school may reasonably limit the dates on which materials will be distributed, but not less than once per calendar month that school is in session. No staff member shall refuse to distribute an approved flier based on the identity of the requestor or the nature of the program/activity.
7. Due to time constraints within the schools and limited resources, the RLASD cannot guarantee actual distribution of materials within every classroom or by a certain date. Requestors should allow extensive lead-time to maximize the likelihood that their materials will be distributed as requested. Materials will be sent out to parents one time per month. The District is not responsible for costs incurred by the requestor in the event actual distribution does not occur in specific classrooms.

Adopted: 07/11/2011
Revised: 12/11/17