



Virtual Backpack Guidelines for Elmhurst School District 205

Elmhurst Community Unit School District 205 provides a Virtual Backpack webpage (www.elmhurst205.org/flyers) as a courtesy to our community. All materials are reviewed by the District Communications and Public Relations Office prior to posting to ensure that all guidelines are met.

These guidelines apply to both internal (PTAs, boosters and other school-related groups) and external organizations, which include any group that is not directly affiliated with the District (such as community organizations, intergovernmental partners, non-profit fundraisers, etc.). Flyers from external organizations will be approved for posting on the District 205 Virtual Backpack page only if the following guidelines are met:

- Organizations must be **not-for-profit** and materials submitted must relate to a **not-for-profit activity or event**. The District may require proof of 501-C3 status prior to posting if not-for-profit status is in question. Individuals raising money for a not-for-profit organization must show proof of direct sponsorship by the not-for-profit organization (such as District 205 students participating in Jump Rope for Heart, which is sponsored by the American Heart Association).
- Organizations must be based **within District 205 boundaries**, unless they are a not-for-profit governmental or community organization or institution (e.g., a museum) that provides resources to District 205 children/families that are not otherwise available within our boundaries.
- The activity/event must be **open to all District 205 students**. School-specific events, including events for non-District 205 schools, will not be posted on the Virtual Backpack and should, instead, be distributed through communication channels, if any, offered by that specific school.
- The activity/event must be **student-oriented** or **directly benefit District 205 students**. Examples of activities/events that are not student-oriented include, but are not limited to, activities or events: (1) regarding items not legally available to students; (2) that are not aimed at District 205 students or their parents; and (3) relate to non-student political candidates.
- The materials must be **appropriate for students**. Material is not appropriate for students if it: (1) is lewd, obscene, vulgar or defamatory; (2) violates the rights of others (e.g., threats); (3) disrupts or could be reasonably foreseen to disrupt the educational setting; (4) includes logos or verbiage promoting or referencing alcohol, tobacco or similar products; or (4) includes advertising for a for-profit corporation or organization, other than mere designation of sponsorship by that corporation or organization. All determinations regarding appropriateness are made at the discretion of the administration.
- The materials must include the following **disclaimer statement: NOT A DISTRICT 205 SPONSORED OR ENDORSED ACTIVITY.**

District 205 will deny requests for flyer distribution if they do not meet the above criteria.

Revised January 2018

PROCESS FOR OBTAINING APPROVAL

Submit a PDF or Word document version of the flyer to Jenna Ernst (jernst@elmhurst205.org) and Director of Communications and Public Relations Melea Smith (msmith@elmhurst205.org) at least **10 business days** prior to the event and/or registration deadline. All flyers must be approved by the Superintendent or Director of Communications and Public Relations.

Organizations will be notified by email of flyer approval/denial within one week of submission, unless that time period is extended in writing by the Superintendent or Director of Communications and Public Relations.

PROCESS FOR POSTING

Please allow one week from approval to web posting. Each week, items posted on the Virtual Backpack page are listed at the end of the weekly Talk205 email messages which are distributed to all District 205 families, staff and key communicators. The cutoff for listing is **seven days** prior to electronic dissemination of that week's email. ***Organizations will be limited to three items posted at any given time; postings will be limited to one month on the Virtual Backpack page.***

PROCESS FOR POSTER DISTRIBUTION

Posters advertising an approved activity or event may be brought to the District 205 Center, 162 S. York, for distribution to and display at District schools. These items **SHOULD NOT** be delivered directly to the schools and must also contain the disclaimer: **NOT A DISTRICT 205 SPONSORED OR ENDORSED ACTIVITY.**

Please contact the Communications and Public Relations Office at 630-941-4719 for further information.