



How 3 School Districts  
Collectively Saved Over

**\$6 MILLION  
ANNUALLY**

With a One-Time,  
10-hour Time Investment

[www.peachjar.com](http://www.peachjar.com)

# EXECUTIVE SUMMARY

As costs for schools continue to rise year over year, at the same time in many states, state funding continues to get pulled from schools. As a result, school districts must find innovative ways to cut costs without impacting critical resources and programs. This whitepaper shares how three school districts ended the burden and costs associated with paper flyer distribution and realized a collective annual cost savings that exceeds \$6 million.

With an implementation time of less than ten hours required to implement Peachjar's digital flyer approval and delivery system, the return on investment begins immediately. Parents begin receiving information directly, backpacks are lighter, and teachers and staff have more time to focus on core job functions.



"We are always looking for ways to improve efficiency in the district, and to be good stewards of taxpayer dollars, so moving to Peachjar was a slam-dunk for our District and our community."

~ Mary K. LaPak, Director of Community Relations, Wentzville School District- St Louis, Missouri

## BACKGROUND/PROBLEM

With recent leadership changes in the Department of Education, public school funding has never been under such threat. Moreover, state budget cuts and fiscal challenges require school districts to find ways to increase efficiency and reduce operational costs immediately.

In a 2016 study conducted by the Center on Budget & Policy Priorities, it was found that "most states provide less support per student for elementary and secondary schools...than before the Great Recession... Worse, some states are *still* cutting eight years after the recession took hold."<sup>1</sup> In fact, school funding in most states is actually well *below* that of 2008.

## SOLUTION

So how can school districts cut costs without impacting school performance or operational effectiveness? Three school districts in the U.S. have done so by implementing Peachjar, the leading digital flyer management system serving over 10,000 schools and 5,000,000 parents in the U.S.

## Total State K-12 Funding Below 2008 Levels in Most States

Percent change in total state funding per student, inflation-adjusted, fiscal years 2008-2014

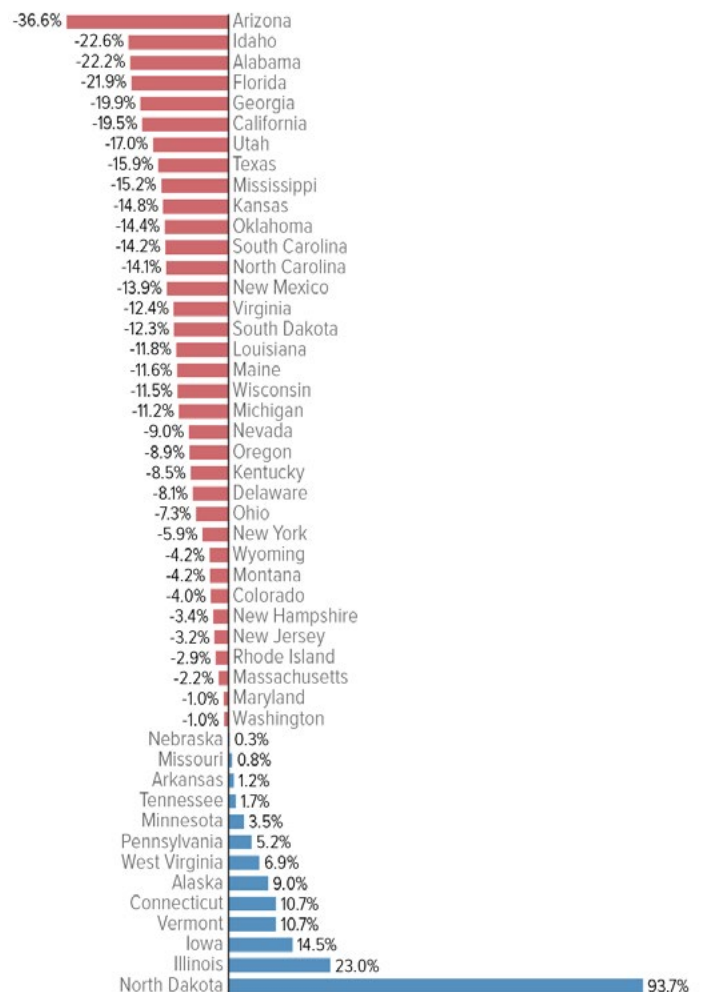


Figure 1- Federal Aid For Those Who Need It Most Is Shrinking

Note: Hawaii and Indiana are excluded because the data necessary to make a valid comparison are not available.

Source: CBPP analysis of Census Bureau's Public Elementary-Secondary Education 2014 Data and National Center for Education Statistics enrollment estimates.

<sup>1</sup> <http://www.cbpp.org/research/state-budget-and-tax/most-states-have-cut-school-funding-and-some-continue-cutting>

# CASE STUDY 1

## Arlington Public Schools- Arlington, VA



33 SCHOOLS



24,559 STUDENTS

ANNUALIZED  
DISTRICT COST  
SAVINGS

**\$2,134,499**

ANNUALIZED  
COST SAVINGS  
PER SCHOOL

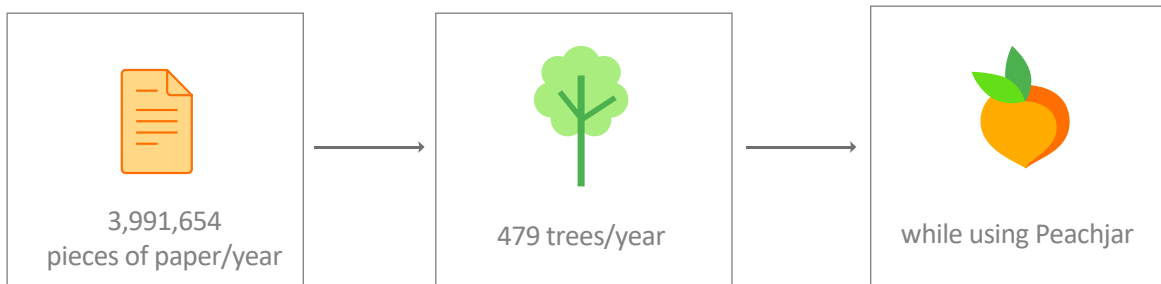
**\$64,842**

When Jennifer Harris, Director of Communications at Arlington Public Schools, discovered Peachjar, “I just thought it was a brilliant way to cut costs and be more efficient.” Arlington Public Schools, having implemented Peachjar, is now saving over \$2 million annually in combined hard and soft costs since they no longer have the burden of processing paper flyers.

Arlington Public Schools is now also able to save 3,991,654 sheets of paper on average per year. As a result, Arlington Public Schools winds up saving 479 trees per year as a district, not to mention a whole lot of paper processing. The labor no longer required for collating and distributing these flyers provides meaningful time and cost savings for the district, as well, with over 1500 teachers no longer having to distribute flyers on a weekly basis to their students. “People continuously complained about the process of delivering flyers, even the program providers. Peachjar is a huge win for our district,” says Harris.

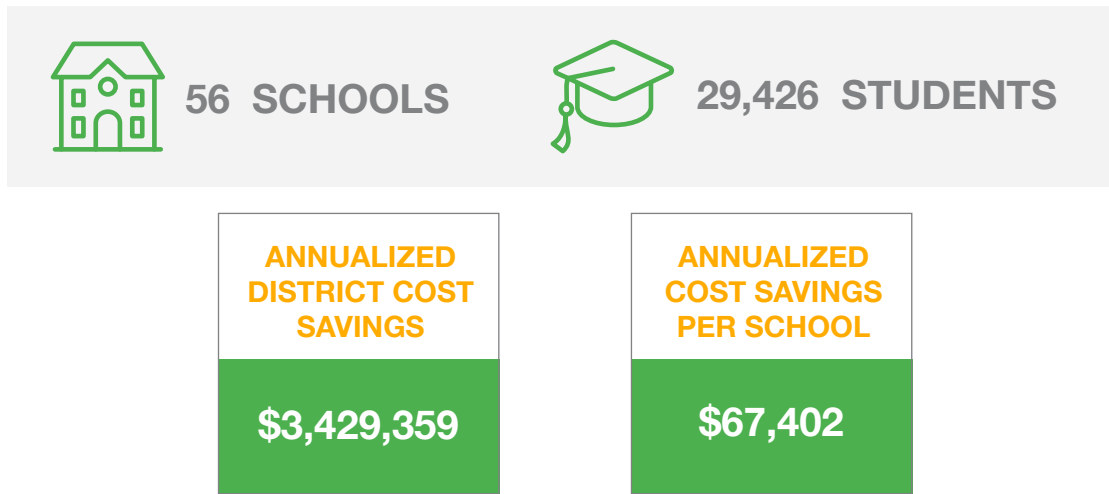
*\*Note all data provided and approved by APS*

The district is now able to save



# CASE STUDY 2

## Tacoma Public Schools- Tacoma, WA



Susan Anderson, Administrative Secretary for the Public Information of Tacoma Public Schools, notes that “Peachjar is a convenient way for parents to stay informed about school events, receive newsletters and to learn about after-school activities and enrichment opportunities year round.” In addition, Peachjar has also helped Tacoma Public Schools save 334,907 pieces of paper a month from being printed, collated, and sent through Tacoma’s 56 schools.

The importance of ensuring maximum teaching time was similarly top of mind when Peachjar was implemented. Says Dan Voelpel, Executive Director of Communications of Tacoma Public Schools, “We have made it our mission to find ways to increase teacher time. We now know that flyers get to our parents electronically without taking any class instruction time away from teachers.”

Tacoma now sees an estimated \$3.4 million in combined hard and soft cost savings annually, having implemented Peachjar 3 years ago.

*\*Note all data provided and approved by TPS*

The district is now able to save



# CASE STUDY 3

## Wentzville R-IV School District- St Louis, MO



18 SCHOOLS



15,138 STUDENTS

ANNUAL  
DISTRICT COST  
SAVINGS

**\$510,306**

ANNUAL COST  
SAVINGS PER  
SCHOOL

**\$28,510**

Wentzville School District in St Louis, Missouri, has been using Peachjar since 2014. Before Peachjar, with over 15,000 students, flyer delivery was burdensome both to the district's community partners and to the schools.

Mary K. LaPak, Director of Community Relations at Wentzville, says, "Introducing Peachjar in 2014 has saved our department a tremendous amount of time and productivity. We used to have people walk in with flyers for approval, or send us flyers and it would take multiple emails to coordinate authorization and distribution. Peachjar has eliminated all of that and now we simply view and click for approval.

Our community groups have fully embraced using Peachjar as a cost effective way to reach hundreds of parents at once. We also love that flyers automatically post to our school sites, which is a great feature for busy parents who may miss an email. We are always looking for ways to improve efficiency in the WSD and to be good stewards of taxpayer dollars, so moving to Peachjar was a slam-dunk for our District and our community."

*\*Note all data provided and approved by WSD*

The district is now able to save



# CONCLUSION

When searching for cost savings, one very simple and easy-to-implement solution for school districts is Peachjar's unique digital flyer delivery system. The combined hard and soft cost savings for the three districts profiled in this study exceeds \$6 million annually. While each district, prior to using Peachjar, has its own unique process for printing, collating, and distributing the many thousands of pieces of paper each month, the positive effects of Peachjar are inevitable for all. Because the approach to paper flyer processing prior to Peachjar does differ by district, so will the time

and cost savings from one to the next. Let Peachjar help calculate your district's potential savings today- [click here to learn more.](#)

As Mychal Frost, now Director of Communications at Rockhill School District in North Carolina, says, "Peachjar isn't just a sales pitch. I've implemented it in 2 school districts so far because we are definitely seeing the time and cost savings. And we've reduced flyer approval time literally from days to minutes."

## ABOUT PEACHJAR

Peachjar was founded on the belief that every child deserves the opportunity to achieve their full potential. We believe that school activities and afterschool programs enable just that. They help close the achievement gap, improve academic performance, instill important values, and keep children safe outside of school.

Peachjar currently serves over 5 million parents and works with thousands of program providers across the U.S. and Canada to deliver amazing opportunities to children that will help them succeed in life.

## FOR MORE INFORMATION

For more information, please contact  
Cara Aley | @aleycara  
whitepaper@peachjar.com  
858.997.2117  
[www.peachjar.com](http://www.peachjar.com)



*\* Cost Savings calculations are based on schools who reported combined hard and soft costs*



Peachjar isn't just a sales pitch. I've implemented it in 2 school districts so far because we are definitely seeing the time and cost savings. And we've reduced flyer approval time literally from days to minutes.

*Mychal Frost- Director of Communications, Rockhill School District*

# ADDITIONAL RESOURCES

ABC News report: How Going Paperless Saved Hillsborough County Public Schools \$419,000 in 7 months



Center on Budget & Policy Priorities- <http://www.cbpp.org/research/state-budget-and-tax/most-states-have-cut-school-funding-and-some-continue-cutting>

EdSource- <https://edsources.org/2016/some-after-school-program-providers-say-flat-funding-may-cause-them-to-close/562521>

OurFuture.org- <http://www.ourfuture.org/files/documents/starving-schools-report.pdf>