



Distribution of Community Announcements through the Howard County Public School System *Information for Non-Profit Organizations*

Policy 10010, [Distribution and Display of Materials and Announcements](#), provides information about the distribution of flyers, announcements and other materials by non-profit organizations through Howard County public schools and students. Content may be distributed in print or posted electronically. A description of this service is provided at <http://www.hcpss.org/parents/distributing-information/>.

Overview:

All requests for distribution by organizations must be referred to and approved by the HCPSS Public Information Office (PIO). Each flyer, notice or other document must be pre-approved by the PIO before it is provided to the school for distribution.

Distribution of flyers, announcements, etc. can be approved only for non-profit organizations certified by a non-profit letter (usually 501c3) from the IRS.

Requests for distribution should be submitted to the PIO:

- Via email to publicinfo@hcpss.org, or
- Mailed or delivered to HCPSS Public Information Office, 10910 Clarksville Pike, Ellicott City, MD 21042.

Organizations may request print or electronic distribution (details below). Schools will attempt to distribute printed flyers/documents items promptly. However, distribution is handled on a time and space available basis at the discretion of the school administrator. Electronic notices are posted weekly on the [Community News and Programs](#) webpage. (Schools are not able to email announcements on behalf of, or for community organizations.)

HCPSS is committed to conserving natural and school resources and taxpayer dollars. We encourage our community to consider distributing announcements electronically rather than in print. Often, electronic notices are more effective than print in reaching target audiences.

Requirements:

- Organizations must provide a copy of its IRS non-profit certification letter to the PIO. A copy of the letter will be kept on file for future requests.
- Each individual print or electronic notice must be pre-approved by the PIO.
- The announcement must be issued by the non-profit organization named in the IRS non-profit letter. (The sponsor is the organization that plans, produces, and announces an event or program, maintains responsibility, and – for fee-based programs – receives the payment.)

Print Distribution:

- Organizations should send distribution requests to the PIO at least two weeks prior to the requested distribution date.
- Include in the request a copy of the document or announcement to be distributed.
 - **Print items must include a statement that the information is neither sponsored nor endorsed by HCPSS or the school.**

- Once the request is approved, the PIO will provide an approval sheet and instructions, and a list of schools with distribution quantities.
- The organization should bring to each school where distribution is requested:
 - A copy of the approval sheet
 - Sufficient copies of the document, bundled in sets of 30, to distribute to the entire student body for each school where distribution is requested.
 - Alternately, limited quantities of the document may be displayed in school offices, during after-school events or via other venues at the discretion of the school administrator.

Electronic announcements:

- Please send the following information about the event or activity to the PIO at least two weeks prior to distribution request:
 - Name and brief description of event or activity
 - Date(s), time(s) and location(s)
 - Name of the sponsoring organization
 - Contact number or email address
 - Link to additional information online if applicable
- The PIO will post approved announcements on the [Community News and Programs](#) webpage. Schools include a link to this online list of community notices in school newsletters.

Please note: Organizations may choose either option, to 1) distribute full-page flyers/announcements in print, or 2) provide electronic announcements for the Community News and Programs webpage. Schools are not able to email announcements on behalf of, or for community organizations.

Questions? Contact the HCPSS Public Information Office with any questions, at 410-313-6682 or publicinfo@hcpss.org.