**Promotional Checklist**

Here are some ways you can get the word out in your district. Remember, the fewer cash and check transactions the district has to process, the less work there is for you and your team!

Utilize K12PaymentCenter *email blast* to parents, teachers, staff, administrators

K12 link & logo on district and school websites

Utilize district parent notification system (phone & email). Scripts and templates included   
 in K12PaymentCenter Promotional Kit

Distribute flyers at open house and back-to-school nights

Utilize district social media channels (Facebook, Twitter, Instagram)

Include references to K12PaymentCenter in all department communication (paper,   
 electronic)

Send news releases to local media and all school stakeholders