

## 9 Steps to an Effective Flyer

Flyers are easy to create on a computer and inexpensive to print or photocopy. You can post them in high-traffic areas as well as email, mail, and post them on Facebook.

### 1. Start early.

While you can create a flyer on the fly, an **effective flyer** requires thought, team-work, and revisions. Sketch out ideas, get feedback, put aside, and hopefully the perfect design will emerge.

### 2. Focus on who you want to reach and why they should come.

Readers want to know "What's in it for me?" Highlight the benefit for them.

### 3. Make your headline short and snappy.

To grab readers' attention from a distance, use a large sans serif font (Arial, Helvetica, or Impact). Avoid ALL CAPS because they are hard to read.

### 4. Choose an appropriate graphic.

70% of readers will look only at the graphic; 30% will read the headline. Use a photograph that is worth 1,000 words. Show a plate of food, a family, or those who will benefit from your fundraiser.

### 5. Talk with your reader.

Use "you" rather than "we," "us," or "our." Answer your reader's questions: who, what, when, where, why. Don't forget to include a contact email and phone number and the Grange logo.

### 6. Choose readable fonts and compatible colors.

Use one serif font (Times new Roman, Bookman Old Style, or Courier New) for body text. You can vary font size. If printing on colored paper, stick with black ink and use shades of grey. Use white on a red background; black on yellow; or dark blue, green or black on white. Remember that greens, blues, and purples tend to be soothing while red, orange, and yellow excite and attract attention.

### 7. Lay out in a grid pattern.

Design your message to be read from left to right, top to bottom. Break blocks of text into bullets or put them in boxes. Align graphics and text vertically and horizontally so placement doesn't look haphazardly. Use "white space" to direct the reader's eye to what you really want them to read. Leave a margin around the page.

### 8. Get someone else to proofread.

Be sure to have others check the date, time, address, and phone number. A misspelled word or transposed phone number could cause your Grange to lose credibility.

### 9. Have a distribution plan.

Flyers can be great advertising tools, but only if they are read. Make a list of high-traffic areas where you will post them (library, grocery store, coffee shop). Decide who will be responsible for posting at each location and when. Also make a list of who you will email and mail to and when.

**While effective flyers will let your community know that you are having an event, don't forget that word of mouth is the best method of getting your friends and neighbors to attend!**