**Creating a flyer is a common task for schools. The primary reason a school would send a flyer is to inform students, families or community partners of an event, volunteer opportunity or new school initiative. A flyer uses both imagery and text to communicate the primary message and can be used for email, print and web distribution.**

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| **Call to Action** * Choose the main reason for creating the flyer in order to give it focus.
	+ - * A common mistake is to create a flyer that is too broad in purpose that loses the focus of the target audience.
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| **The Message*** The message should be clear as to what you want the reader to do as a result of reading the flyer, whether it’s to attend an event, learn about an activity or initiative, visit a web site, etc.
* The supporting text should not exceed three sentences to keep from losing the reader’s interest. Use bullets to break-up text.
* When wording the flyer, the message should be presented in terms of “you” so that it is directed at the desired “customer.”
* Decide in advance how to incorporate translations (front/back, same side, separate document, etc.) Be conscience of rhyming, catch-phrases, or other jargon that may not translate appropriately.
* Don’t forget contact information, including name, phone number, email, etc., so “customers” know where they can direct any questions.
* Messages for Event Flyers
	+ - * Focus on what will be gained by attending the function.
			* Mention who is invited (example: kindergarten families, all school families, dads, etc.).
			* Include the week day, month, day, year, time, building (school) and event room location.
			* For outdoor events, include an alternative location.
			* If you are inviting families or community members to your building for the first time, be sure to include the building (school) address, parking information and entrance door location.
 | **Event Flyer Checklist**[ ]  Who is invited?[ ]  Why should they attend?[ ]  Day of the week[ ]  Month, day, year[ ]  Time[ ]  Building (school)[ ]  Building (school) address[ ]  Entrance door location[ ]  Event room location[ ]  Parking information[ ]  Are interpreters available?[ ]  Is childcare offered?[ ]  School logo[ ]  District logo[ ]  Contact information (name, phone number, email) |
| **The Design*** When people view flyers, their eyes are naturally drawn to the upper half of a page with emphasis on the left-hand side.
* If your school has a logo, it should be incorporated into the design near the flyer’s title to ensure proper branding.
	+ - * The district logo should also be used, when appropriate.
* Using a single, large image is proven to make a stronger impression on viewers than numerous small pictures.
* Don’t distort images (logos, pictures, clip art, etc.).
	+ - * In Microsoft Word, hold down the SHIFT key; grab the corner and drag to resize without distorting the image.
* A maximum of two to three fonts should be used for the text of the flyer to prevent the layout from appearing too confusing.
	+ - * Make sure ALL fonts are readable. Some fonts do not convert well to other languages when translated.
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