**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. | |
| **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. | |