

Flyers are a good way to get the word out about your organization or to advertise an upcoming event. Below are suggestions and tips about what to include in a flyer, ways you can create a flyer, and where to distribute your flyer.

1) Content Ideas: What is your flyer going to say?

Think about what message you want to communicate. What is the goal of the flyer? What do you want a viewer to learn from reading your flyer?

- **Catch their attention:** Start with a catchy title or phrase that grabs people's attention.
- **Keep their attention:** Keep it interesting, informative, easy to read, and concise.
- **Encourage action:** Request the reader's response or involvement. If you are inviting the reader to a specific meeting or event, you can include a meeting date, time, place, and maybe a small incentive to come (like a chance to meet your neighbors and enjoy free refreshments!).
- **Keep them connected:** Include contact information for people who are interested in participating or want more information.

2) Design and Layout Ideas: How is your flyer going to look?

When creating a flyer, it's important to make sure it's clear and readable. What information do you want the viewer to see first? What size will your flyer be? Try looking on the Internet or at books at the library for design, color, and layout ideas.

Method: How are you going to create your flyer?

- **By hand:** You can create your own flyer by hand by simply using pens and/or markers. Grab the reader's attention by drawing pictures, logos, and designs. Feel free to be creative! It's a good idea to test your design before finishing to make sure it will copy clearly.
- **Using a computer program:** Some computer programs have flyer templates that can make your job easier. For example, in Microsoft Publisher you can use the flyer templates by going to File => New => Flyer templates. In Microsoft Word you can use the Drawing Toolbar to create shapes, WordArt, and to insert pictures. Right click on the top toolbar and check "Drawing" to make the drawing toolbar appear.

MORE INFO: There are websites and books that provide instructions for page layout, graphic design, and/or desktop publishing. You can start with a simple search of these terms on the Internet or your local library catalog. For example, About.com has a section called "[How To Do Desktop Publishing.](#)"

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