



Create an Eye-Catching & Effective Flyer

A flyer is essentially a full page ad. At Church of the Resurrection, most flyers promote events, so the term "event" will be used in this document; however these basic principles apply to flyers for fundraising, products, services, and informational announcements as well.

Step 1: Ensure that all the information to be included in the flyer is complete, correct and confirmed, e.g. rooms are reserved, contact person has been established.

Step 2: Keep your audience in mind during each step of creating the flyer. A flyer for Youth Group events will have a different look and feel than one for Social Justice activities.

Step 3: Come up with a snappy headline. It's your first and possibly only shot at capturing the reader's attention. Sum up your message in a few, but powerful, words.

Step 4: Add graphics to grab attention and provide visual clues to your event. Be creative. There are millions of clip art possibilities. Inexpensive clip art CDs can be found at office supply stores or by contacting Jodi Phelan at jodiphelan@verizon.net.

Layout Tips:

- Try to have only one visual focus, either the headline or the graphic. Pick one and emphasize it with placement and size.
- Place your strongest image in the top half of the page for best visibility.
- Use either one large picture or group smaller ones so they form a single element.

Step 5: Add the body copy. This should be straight to the point. Give essential facts including: date, start AND end time, contact person – preferably phone and email, website, specific location, e.g. Youth Room or Chapel. Have plenty of white space to give the reader's eye a rest. Let people know if more info is available at www.res-ec.org.

Body Copy Tips:

- Use persuasive writing.
- Have a "call to action" such as "Register today" or "Put this on your calendar".
- Put your message in terms of "you" rather than "I" or "we." People want to know the benefits to them or others by responding to the flyer.
- Make it clear what your readers should do, think, or believe. The whole point of your flyer is to encourage your prospects to take action!
- Limit yourself to 2 fonts.
- Use quotes when possible – this adds a personal touch. Scripture is always appropriate.

Whenever possible, create your flyer as a HALF-PAGE two flyers can fit on one page. If you absolutely need a full size page to communicate your message – feel free to do so, however, many messages can easily be condensed to a horizontal half page (8" wide x 5" high).

Email flyers to bulletin@res-ec.org or bring to the church office. The *deadline for submissions is 10 am Monday* of the weekend it is to run. Flyers may be edited for space and content.

***Please note new deadline for submission.
Questions? Contact Jodi Phelan at jodiphelan@verizon.net .**