GETTING THE MESSAGE OUT with FLYERS/POSTERS

Advantages
- Good for brief and to the point messages
- Good for creating awareness
- Images can be very powerful and easier to remember
- Can be easily distributed
- Not very work-intensive
- Fairly inexpensive
- Available around the clock

Disadvantages
- Not good for long messages with a lot of detail
- It's difficult to judge how many people you have reached
- People have to read your flyer/poster to get message (so make it eye-catching!)

Tips for Effective Flyers/Posters

- Think about your audience and target it

- Make it stand out and catch people's eye!

- If using brightly colored paper, make sure there is enough contrast with text (you can use opposite colors on a color wheel to be sure!)

- Use simple, thick fonts that are easy to read from a distance

- Make sure your flyers can be easily read from a distance—test it by taking 4-5 big steps back!

- Avoid clutter, even if it's tempting to cram as much information as possible. Make it easy to read.

- Think about timing—give everyone enough time to see your flyers/posters but don't post too early so people forget

- If making several posters to address one issue, pick a theme and stick with it

- Include pertinent information: your name, phone number, email address...or meeting date, time, and location, for example.

- If you need format ideas, you can search online for "free flyer templates"

For more ideas on how to get a message out (such as through community meetings, psa's, newsletters, and online social media), see www.zendergroup.org/education.html