NWGA Flyer and Promotional Guidelines

Early and attractive promotional materials will make an impact in the success of the event. The largest mistake an activity can make is late promotion to unit leaders and target participants. If you want participants, then you must assist unit leaders in their planning process. Remember, unit leaders are busy and their unit schedules fill quickly.

Before a flyer can be distributed at roundtable or emailed to unit leaders, it must first meet a set of standards and be approved by the staff adviser. Available resources to assist in constructing a successful flyer and promotional materials include: the staff advisor, the activities committee, the event committee, and online flyer design websites like www.canva.com.

When designing a flyer, be sure to include and consider the following pieces of information.

Your flyer should have activity information and registration details. The activity information should include **who, what, when** (including the time not just the date), **where** (be specific—Camp Sidney Dew plus the address), **cost, what to bring, refund policy, and registration deadline.** For registration details, let them know what information they will need to register—unit number, unit type, t-shirt sizes, ranks of youth, etc… You want them to be prepared for a successful online experience.

Divide your copy into digestible sections. The appearance of your text can affect your reader's interest. At first glance, long paragraphs look like giant walls of text that could turn off your reader. White space, that is the area around a certain design element, helps alleviate this strain.

Limit your font choices to two or three. Using multiple fonts often makes your design visually cluttered. Two to three typefaces are ideal when creating flyers. Additionally, choose fonts that are easy to read, even from a distance.

Use colors for online viewing and grayscale for documents in hand. Consider the amount of ink that will be needed, as there will be many printings of the flyers. Most flyers will be printed in black and white or grayscale, while flyers viewed online can be in color. Dark backgrounds use more ink and are harder to read in many instances. Not only will the council be printing copies but units will at times print copies to bring to meeting and usually will be using volunteer's printers. Grayscale costs considerably less.

Include the Council's branding. Along with the activity name, all flyers must have the district name, (if applicable) the Council's name "Northwest Georgia Council" and "Boy Scouts of America" logo (preferable at the bottom). A downloadable jpeg is available on our event planning webpage.

Include where to register and contact information. "Register through Northwest Georgia Council's website, www.nwgabsa.org". Contact Information for event director and staff adviser: name, phone number, and email.

If possible develop different formats. PDF and JPG formats make printing and emailing convenient. Including text content on separate document (Microsoft word, Google docs, or any plain text format) makes content input for the webpage and newsletter teams much quicker and increases content accuracy. Ideally, basic event info jpegs (event logo, event name, date) on the council homepage will use 1100x679 for the large slideshow. A square jpeg with basic event info works well for the event slider at the bottom of Council's homepage and Facebook posts. For Facebook events use 1.9.1 or 1200 x 628. For Instagram use 1080 pixel width, and up to 1350 pixels tall, smaller images on Instagram will lose quality when viewed on most devices as Instagram will enlarge the jpeg.

Communicating information is key to success. The flyer should be clean and easy to read. The headline will always be the first line of text that your recipients will read. Try to make it catchy in order to hook them to read further. If more details are needed about your event, consider making an Event Leader's Guide that can be posted on the event's page.