



Champions For Our Children

## **Designing Outreach Flyers:** *Reach the Community and Make a Lasting Impact*

- **Planning!**

- Who is your target audience?
- Where will this be given?
- What are your resources?
- What is your organizations “look and feel”?

*Planning ahead of time can save last minute headache.  
If your organization has a style guide - use it!*

- **Wording!**

- What are you trying to convey? What? Where? When?
- What type of messaging does your organization use?
- What is the call to action?

*Remember your target audience when planning language  
and reading level. Many people read at a 3<sup>rd</sup> grade level.*

- **Images!**

- Again, what are you trying to convey?
- Is there a specific image you want to use?
- Do you have access to high res images?

*BigStockPhotos.com is an excellent resource for  
inexpensive stock photography.*

- **Layout!**

- What do you want them to see first?
- How can it be designed to “grab the eye” and deliver top-level information fast?
- What is the best way to highlight the call to action?

## **Quick Tips:**

- Always answer the “Big-3” (What? Where? When?) questions quickly and efficiently.
- One large photograph or illustration is usually more eye-catching than several smaller ones.
- Details are for the second read. The main objective is to grab the eye and deliver top-line information fast.
- Subordinate secondary information in smaller type or use less intrusive graphic accents. If all of the content appears to be equally important, readers may lose focus-and interest.
- Check with your funders on how they prefer their logo to be used, and to let them know it is being used.