

FLYER Format for Girl Scout Events

The flyer is our most commonly used tool for promoting events. It is truly effective only when the information is complete and clear. These tips will help you produce an effective flyer.

Basic Content for Any Flyer

1. EVENT TITLE: A catchy title helps. Which would you choose...“How to Use a Telescope” vs. “Searching the Skies”?
2. PURPOSE: Include on all flyers as it helps to “sell” the event...to learn new skills...to practice skills...to become aware...to achieve...etc.
3. DATE, DAY, HOURS: “Friday, June 2 from 1-4 PM.”
4. SITE: Name of site, street address, city, emergency phone number with area code. Also include directions to site from major streets or highways.
5. ACTIVITIES: Be very specific about how participants will benefit: meet requirements on *Try-Its*, Badges, Interest Projects, etc.
6. FEE: What does it cover? (Materials, food, lodging, etc.) If adults can attend a girl event, is the fee the same? REFUNDS: Yes or no? If yes, note cut off date.
7. OPEN TO: Indicate who may attend (girls, adults, which age levels, registered Girl Scouts only, siblings, etc.). If adults are welcome at a girl event, state needed ratio OR state they do not attend. *NOTE: Additional insurance must be purchased through the council office when non-members participate.*
8. REGISTRATION: Note when you will begin to accept registrations and when registration closes. Include information on when and where registrations should be returned.
9. LAYOUT: Identify flyer with full council name (Girl Scouts Heart of Central California), troop number, service unit name, and person in charge (with phone number for information).

Give the flyer *eye appeal*: use colored paper or ink...will the shape be flat or folded? Who does the folding?

Use clip art: This adds pizzazz! Upper left corner is best, because we read left to right...Clever clip art will catch the readers' attention.

Don't crowd content: 8 ½ X 11 is adequate for informational flyers. 8 ½ X 14 is more satisfactory for those requiring a tear sheet for registrations, reservations, etc.

Use a variety in type styles(nor more than 3), if possible...adds interest!

Keep it simple and *easy to read*. Double space where possible.

Use CAPITAL LETTERS, bold face, or underlining for emphasis.