

DESIGNING A LEAFLET



Leaflets are a useful way of giving people background information about what your organisation does, at relatively little expense. Think of leaflets as 'mini-booklets' which summarise your organisation's work. The sample below from Solihull Young Carers (Solihull Carers Centre) is a good example of how voluntary organisations can use information leaflets to get their message across.

For your leaflet to be really effective, you need to have a sound marketing strategy behind it. So, before you start, you need to have identified:

- Who your **audience** is – who do you want to read the leaflet?
- What they are likely to **respond** to – what kind of colours, text style, words, images?
- What you want them to **think** or **understand** when they read your leaflet – what do you want to get across?
- What you want them to **do as a result**

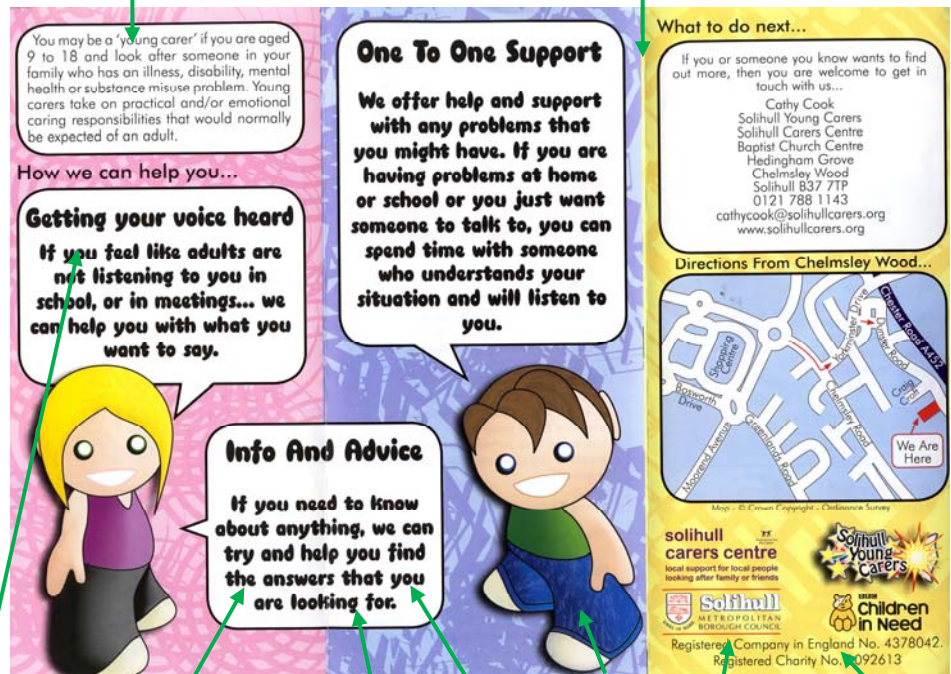
For more free advice and guidance on promoting your organisation contact Jayne Scarman, PR & Marketing Manager at SUSTAIN on **0121 711 3148** or promotion@solihull-sustain.org.uk

Get to grips with these and you are already half way to producing a successful leaflet – as it is more likely to capture your target audience's attention and imagination.

Front page should grab attention – include a **headline, eye-catching design** and your organisation's **name**.

Font at least **12pt**

There are numerous formats for information leaflets but the most common is 'DL' – an A4 sheet in three.



Pictures visually demonstrate what you do

Using '**you**' can help to hold people's attention

Make it **relevant** to the reader & state the **benefits**

Include relevant **logos**

Put **contact and legal information** on the back page

