

Printed literature can be one of the most effective ways of promoting your organisation. Large quantities of leaflets or flyers can be printed relatively cheaply and are a good physical reminder or notice of what your organisations does. Here are a few tips for getting the best out of your printed promotional materials.

Leaflet or flyer?

The two formats are often confused, but are powerful tools when used well. Flyers are like small posters and are best used for short term advertising or for something time-specific. Leaflets, on the other hand, are suitable for providing more detailed information and tend to have more longevity.



Flyers:

- 'Mini posters'
- Provide a quick and simple advert
- Good for: when you need a specific reaction
- Use for: short-term events and campaigns

Typical format:

A5/A6 (a half or quarter of A4)

1 or 2 sided



Leaflets:

- 'Mini booklets'
- Provide more detailed information
- Good for: summarising your organisation's work
- Use for: longer-term profile raising

Typical format:

A4 sheet folded in half (A5) or into three (DL)

What makes a good leaflet or flyer?

Good leaflets and flyers are eye-catching, attention-grabbing and get their message across clearly and concisely. A professional looking leaflet or flyer creates the impression that your organisation is competent at what it does and should be taken seriously. It is definitely worth taking some time over creating a good design and spending a bit of money on getting your materials professionally printed.

Keeping it simple has far more impact. Don't clutter your materials with dense text or lots of images all over the place. Break text up into blocks and use large images or a block of smaller ones. Make sure there is lots of visual space and that content is balanced so that the reader's eye is directed to move across the page.

The basics

Whether it's a leaflet or flyer that you have chosen to produce, there are some basic items that will always need to be included:

- **Logo** – of your organisation and any relevant funders or partners
- **Branding** – if your organisation has an in-house style, make sure you use it. This extends to logos, fonts, colours, photographs and even text.
- **Headline** – this should be in big letters and grab the reader's attention. Don't use your organisation's name as a headline; use something that will directly relate to the people you are trying to reach. E.g. "helping people with learning disabilities find a voice".
- **Photographs** – images are one of the first things someone will notice about your flyer and provide an instant illustration of what your organisation is about. If you don't have photographs of your own, you can take advantage of royalty free image libraries such as www.sxc.hu. Whatever the image you choose, it should closely relate to the information you are trying to get across.
- **Colour** – using colour helps to attract attention, create a 'mood' and may be a part of your brand. Don't go over the top though – two main colours is usually enough to make your material striking.
- **Contact details** – make sure you include details of how people can get in touch with you. You've captured their attention – now give them a way to act!
- **Text** – where you get across the main body of information. Whether it's a leaflet or flyer, keep this short and to the point. Use short sentences and paragraphs and make sure the font is at least 12pt.
- **Legal information** – many organisations are required to include their charity number or company registration information on promotional materials. Make sure you know your requirements.

More support

SUSTAIN provides free advice, information and guidance on all aspects of marketing and promotion. If you would more support with producing publicity materials contact Jayne Scarman, PR & Marketing Manager on **0121 711 3148** or promotion@solihull-sustain.org.uk

The golden rule

The advertising acronym **AIDA** is a simple rule to follow to get the best from your leaflets or flyers:

Attention – your leaflet or flyer is noticed thanks to its headline or photos

Interest – the information you give draws in the reader by relating directly to them

Desire – you assert the benefits of your organisation so that the reader wants to get involved

Action – you give the reader a way to respond (usually contact details)

Always view your leaflet or flyer from the reader's point of view. Think about what the reader will understand, not what you want to say. Before you go to print, ask someone who is not involved in your organisation to look at it fresh, and make sure you check and double-check for errors.

