

1

12

2 CATCHY EVENT TITLE



3 Month Date

4 Time AM/PM
Location
Street Name
City, State



6 Activities include: Marketing, Social Media, Mass Email, Community Mailouts, Local Newspaper and Text Alerts

7 Register at bit.ly/bitlink

Deadline to register is Month Date
Limited to ## Registrants

8 For more info call Name at ###-###-#### or email@email.com



COMPANY
###.###.####
www.website.com

9



COMPANY
###.###.####
www.website.com



COMPANY
###.###.####
www.website.com

11

*For first ### through the door

Creating a flyer for your event is one of the most important tasks, after all it is how you will tell people about your event. The following information and sample can help as a blueprint for building your flyer. As you begin creating, remember to keep in mind who your audience is and what questions they may have about your event, this will ensure that you have all of the necessary information on your flyer. Your flyer should be able to answer, who is hosting, what are they hosting, why are they hosting, how they can get to your event, when the event is happening, and where it's going to be. Sounds easy enough right? Let's get started!

1 DESIGN First thing you want to do is design your flyer. Thinking about your event, ask these questions:

- Who is my audience? What do they like? Try looking at a "Color Emotion Guide" to help you. (Hint: Use your favorite search engine to find this.)
- What's the focus of my event? Try using related images as the background. Pixabay.com has a ton of royalty-free images. Never use someone else's image without their permission.
- Will I have to print my own flyers? You may want to use less colors if you are printing yourself or your organization doesn't allow color copies.

2 CATCHY TITLE If you haven't already determined the name of your event, try using a word or two that relates to the event along with a catchy word before or after. You want to use something that: is short and to the point, will grab people's attention, and they will remember after they've moved on from your flyer. Choose a color and font that will stand out but that is easily readable; this should also be the largest size font on the flyer.

3 DATE Date(s) should be listed in Month Day format, i.e. June 1. The size of the font for the date should be smaller than the Title but should still be the second largest font on the flyer.

4 TIME/LOCATION Time is frequently left off of flyers, don't let that mistake happen to you! Include a registration/doors open start time (if applicable), event start time, and if determine ahead of time, the end time. Also, don't forget to tell your audience where the event will be, including a searchable address.

5 DESCRIPTION This is where you will tell people what your event is, who it's for (including any qualifications like race, age, sex), and how much it costs. Introduce it as an invitation or welcome and you may want to include your organization, i.e. Mvskoke Nation Youth Services invites you to... If this doesn't fit here or you don't have enough space, your organization can go somewhere else. See #12

6 OBJECTIVES/AGENDA Everyone wants to know what's going to happen during the event whether it is a list of activities or workshops, give your audience an idea of what to expect at your event.

- 7 REGISTRATION/DEADLINE** If registration or purchase of a ticket is required, let them know where they can register/buy a ticket and when the last day is that they can do so. If doing a paper registration, include where, how, and to whom the registrations need to be turned in to.
- 8 FOR MORE INFO** Always list a way for possible attendees to contact your organization either by email, phone, or a website. If you have a specific person they need to speak to, list their name.
- 9 HOST/SPONSORS** It's important to recognize yourself as the event host and any sponsors that are helping to pay for or co-host the event. You can include just your logo or you can add contact and website details.
- 10 EYE-CATCHERS** If you've got something exciting happening or special to give away, put them in the free space in a noticeable shape/bubble.
- 11 ASTERISKS** If there is a stipulation of a prize or registration, don't forget to explain it at the bottom of the flyer. This will avoid any confusion and take away any liability from something on your flyer being misleading.
- 12 WHO'S HOSTING** It's a good idea to put this in your description but if you've already got a lot to say in your description you can add it at the top of the flyer in a smaller font.

Congratulations now you've got a flyer!

Frequently Asked Questions

What is a Save the Date? A Save the Date is either a full page flyer or a smaller graphic that you can share to start gaining awareness about your event. A Save the Date generally only contains a time, location, very brief description, and the main host information.

Should I do a Save the Date or Flyer? If you're hosting a big event that you need to start advertising right away, a Save the Date is perfect to put out first. This will help to begin awareness of your event without having to have a lot of the details worked out already. Just remember to follow up with a full flyer.

What We Recommend

Canva - An online graphics creator with easy to use drag and drop features as well as pre-made templates for you to customize. www.canva.com

Pixabay - Over 1.5 million royalty free stock photos for you to use in your designs. www.pixabay.com

If you have any questions about using this flyer guide, you may contact us at 918-549-2557.