PRESENTATION FLYERS

A sample flyer is found on the next page.

Flyers can be used as both mailers/invitations and posters. Copy those to be used as posters on heavier paper. You want the poster to be seen easily and to attract attention, so consider using bright, colored paper or color ink. Do not use dark paper because it will make the flyer difficult to read.

Use fonts that are easy to read and do not use more than 2 fonts on one flyer (one font is the best). Do not use fonts with lots of curlicues or those that are difficult to read. Instead of using more fonts, use the same font in different ways, such as larger/smaller sizes, ALL CAPS, SMALL CAPS, bold, italic, and bold/italic.

Page borders may detract from the text; use with extreme caution, or not at all. Remember that you want people to be able to read your poster from a distance, so use a fairly large font size (30 pts. or larger) for the title information.

Include the following information:

- Place and Address (parking information if important/relevant)
- Date and Time
- Sponsoring Organization(s)
- Purpose of Presentation
- Logos

Proofread the flyer carefully.

FLYER DISTRIBUTION

Using the map and list of resources developed through the program, have youth identify which resources they could visit and ask to have a flyer posted. (This will eliminate several youth from taking a poster to the same place.) Make every effort to have a flyer posted in every identified community resource. Discuss other locations for posting flyers that may not be on the community resource list, such as grocery stores, local businesses, daycare centers, etc.

Set a goal of the number of flyers each youth will post.

Take thumbtacks, masking tape and regular tape, as different places will have different requirements.

Ask politely if a flyer may be posted and volunteer to post it. If it is a large facility, such as a community hospital or health care center, ask if it would be possible to post several copies of the flyer in multiple locations.

Deliver the Message: Promote the Event
JOIN US FOR A TOWN MEETING ABOUT:

Smoke-Free Restaurants andBars in Champaign-Urbana

An OPEN FORUM Community Dialog among:
The citizens of Champaign and Urbana
C-U Smokefree Alliance
Our Community’s youth
C-U City Council Members
Local Restaurants
Community Organizations

Champaign City Council Chambers
102 N. Neil St. Champaign
Wednesday May 11th, 2017 p.m.

Secondhand smoke –
It’s time we ALL got sick of it!

Deliver the Message: Promote the Event
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