

Challenge Corporate Power



RAN.org

MAKE GREAT FLYERS AND POSTERS AND KNOW WHERE TO PUT THEM

Getting your group's name out into the community will help you achieve your overall recruitment goals by making your group more visible, legitimate and exciting to be a part of. All this while advertising your meetings, events and campaigns!

RAN will provide you with lots of great materials related to the campaigns we're working on; however, you will also want to advertise for your local meetings and events. Here are some tips to creating and distributing flyers, posters and stickers. We are always happy to provide input on the materials you create.

Tips for creating flyers:

- Keep it simple and eye-catching: bold fonts, bullet points, pictures and short messages will draw the reader in much more than a text-heavy flyer with six different fonts.
- Know your audience, and tailor your message to it.
- Include the place, date and time of your event.
- Include your contact info, including email, and a website (RAN's main site is great if you don't have your own).
- Print it on brightly colored paper, ideally a quarter page sized.

Tips for creating posters:

- Stick to the rules of simplicity, but allow for more creative expression.
- You can fit more on a poster, but still keep your message focused.
- Make it beautiful, intriguing funny, interesting, eye-catching...
- Include the place, date and time of your event.
- Include your contact info, including email, and a website (RAN's main site is great if you don't have your own).

Tips for creating stickers:

- Sticker language should be short and sweet, yet still explain your point.
- Make sure to have your group's logo and website on the sticker.
- Make it catchy and clever.
- Make the message enduring... stickers tend to stay around for a while. Stickers are better for advertising your group or campaign, as opposed to a specific event.
- Remember, RAN already has stickers you can use and give away with donations!

** If you are using your group's RAN logo on a material you've created, run it by Julie (jwolk[at]ran.org) first. (see RAN Name Licensing Agreement).

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Where to Flyer, Poster and Sticker:

Do a brainstorm of all the places in your town where you could advertise your group – here are some ideas to get you started.

- Leave a stack of flyers at:
 - The cashier's desk at stores and restaurants
 - Coffee shops
 - Music venues
 - Community gathering places

- It's usually only worth passing out flyers in a very high-traffic area where people are walking by quickly. If there aren't very many people walking by, you'd get more bang for your buck by asking someone to sign a petition. You can also have one person petition while the other person hands out flyers in a crowded spot.

- Try putting up posters in the following places:
 - Coffee shops (they often have a community bulletin board)
 - Street kiosks
 - Storefronts (ask the person who works there if he/she can put it up on the inside of the front window facing out)
 - On college campuses
 - Public transportation hubs and stops
 - Parks
 - In other community or religious groups' meeting spaces (with permission)

- Put up more than one poster per place – multiple copies attract attention.

- Remember to use heavy duty tape to keep your posters up – clear packaging tape works great!

- Make sure you know the rules –your group's name is usually written right on your flyer, poster or sticker, so make sure you know the consequences of posting in the wrong place!

- And remember, stickers are more permanent than flyers and posters!