



FLYER DO'S AND DONT'S

DO KEEP IT SIMPLE

- The simpler you can keep the design and message of your flyer the better.
- 3-second-test: in 3 seconds someone should be able to know the organization name, the key message, and the call to action.
- White space is your friend.

DO MAKE SURE NFTY AND URJ ARE REPRESENTED

Consult the document called 'NFTY Branding 101: Where, When and How to Use NFTY's Logo'.

DO USE A CATCHY HEADLINE

- The goal of the headline is to catch their attention - if the event name is long or needs explanation, consider a headline other than the event name.
- The same logic that applies to email subject lines applies here. You want the catchiest, eye-grabbiest words to draw them in.

DON'T FORGET THE DETAILS

Think about all the information someone would need if they were reading the flyer:

- Date
- Time
- Location
- Price
- Registration Deadlines (if applicable)

It sounds silly and obvious until it happens to you and your stuck with thousands of flyers that you can't use. Remember the four W's: Who, What, When and Where.

DO PUT YOURSELF IN YOUR CUSTOMER'S SHOES

What would you want as a consumer? What would benefit you and how would you relate this information to a friend? Be straightforward.

DO USE PHOTOS OR IMAGES / DON'T USE CLIPART

Choose photos or images that fit the message.

DO MAKE THE FONT LEGIBLE

What is the point of all this effort if people can't read it? Choose a legible font and size, usually no smaller than 10-point size. Use no more than two fonts to keep the flyer from getting too busy.

DO ORGANIZE YOUR INFO

Use bullet points, text boxes and infographics to organize the information into readable portions.

DON'T USE MORE EXCLAMATION MARKS THAN NECESSARY!!!!!!!!!!

Stick with one exclamation point.

DO USE LANGUAGE THAT IS INCLUSIVE AND WELCOMING / DON'T USE ACRONYMS

Recruitment materials should be oriented to those who are not already planning to attend your event or support your cause. Stay away from acronyms and slang that only those who are already involved will understand. For example, it would mean referring to the region as the NFTY New York Area Region, not NFTY-NAR.

DO HIGHLIGHT SPECIAL DEALS & OFFERS

If you have any specials or offers, make that prominent. It's an added incentive for people to get in touch sooner rather than later.

DO PUT YOUR CONTACT INFO ON THE FLYER

Save the most prominent spot for the headline. The last thing the reader sees, your contact info (including website and phone number), will be the thing to stay in their mind.

DO PROOFREAD YOUR WRITING

Proofread your flyer - and have other people proofread it, too. A misspelled word or wrong phone number could make your flyer worthless.

DO CREATE A CALL TO ACTION

The reader should have next steps after reading the flyer. This includes how/where do they register/get involved, or learn more.