

A Good Flyer

Tips from the NAACP

When hosting an event, you will want to recruit attendees. One common method for recruitment is through the use of flyers. Flyering is a low-cost way to distribute the basic information about your upcoming event.

A good flyer should include:

- The title of your event. Include a subtitle if the main title is unclear about the type of event it will be.
- The location, date, and time of the event.
- Contact information.
- If a confirmation is required, be sure to list a contact person to submit an rsvp.
- Logo of your organization.
- You should consider printing the flyer on colored paper, as eye-catching colors will draw attention to the information on the paper.
- If you intend on passing out the flyers at an event or while tabling, please consider reducing the size of your flyer so that two or four copies can be printed on a single sheet of paper. This will save paper and keep your costs down.

A few tips to remember when flyering:

- If going door to door, you may leave flyers in the door or under the front porch rug. Never put a flyer in a mailbox. It is a federal offense to put anything in or on a mailbox that is not regulated by the post-office.
- Know the rules if you are flyering on private property. Be sure to speak with an owner or manager. Do not let this deter your efforts. You could consider calling local store owners and managers ahead of time to see who will allow you to post your flyer.
- Place flyers strategically. If you are hosting a forum on education, you may consider reaching out to schools, PTAs, teachers, and parents. Therefore, the library, local teacher supply stores, and toy stores could be a good place to flyer.