

Fliers are a great way to promote your events or projects. We've put together specific guidance and tips for developing them based on different needs and activities.

## PRODUCING GIRL SCOUT FLIERS

What constitutes a Girl Scout flier? When you put words on a piece of paper and send it to people, you create a communication tool that is important not only to the success of a particular event, but to the perception people will have of the organization. We want the impression we create to be a positive one.

The first step is determining whether your piece needs Girl Scout branding, which requires Council approval. When promoting an event or activity internally (within your Girl Scout neighborhood), the Girl Scout logo is not required. However, all events, activities, projects or other communications that will be shared externally (handed out and advertised in public and posted online) must include the Girl Scout logo, [which requires a one-time use approval](#).

Become familiar with the Girl Scout [Graphic](#) and [Editorial](#) Guidelines to ensure you are developing materials that are consistent with the Girl Scout brand and voice.

Utilize the following process to guide you through the entire project:

## PLANNING

Identify the reader/audience. Are you communicating with:

- » Parents? Leaders? Professional people outside the organization?
- » Girls? Identify age levels. Is flier written for girls or their parents?
- » Members? Non-members?
- » Identify the most appropriate writing style, visual message for the reader/audience. Avoid "busy" fliers.
- » What do you want the flier to accomplish?
- » Give information?
- » Get someone to do something? Remember to include: a response/registration form and a person/number for additional information
- » Does the flier communicate your goals for the event?
- » Determine how flier will be distributed.
- » If the flier is mailed, verify the position of mailing label, use of postage and method of folding flier.

## ELEMENTS OF A FLIER

Internal events for fellow Girl Scouts and Money-Earning Projects are the most common. Use this checklist to ensure pertinent information is included:

- All fliers must have the council name, Girl Scouts–Arizona Cactus-Pine Council. A logo is only required for public-facing materials.

- Always include the Council website and phone number. This works well in the footer of any flier (girlscoutsaz.org / 602.452.7000)
- We are all Arizona Cactus-Pine Girl Scouts, not Gilbert Girl Scouts or Prescott Girl Scouts. However, the hosting neighborhood should be identified on fliers as “Sponsored by [neighborhood/Service Unit name]”
- Age levels that can attend the event
- Event name (what the event is called) and the top line activities are planned
- Where the event will take place, address and cross streets, or map
- Date the event will take place, with beginning and ending time
- How to sign up and the registration deadline
- Minimum and maximum people required for the event to hold and meet site capacity
- Cost to attend, including who to pay and how to pay them
- What each troop needs to bring with them
- Any limitations. For example, are tagalongs allowed? Is a smoking area available?
- Main event contact person’s name and best way to reach them
- Financial Assistance availability
- Event cancellation and refund policy

### **Additional information you may need to consider:**

- » Related to cost, including the statement that non-Girl Scouts are welcome, and the \$25 national membership will be added to the participation fee.
- » Breakdown what is covered in the cost for girls as well as the cost for adults.
- » Items to bring (including medical or other forms where applicable).
- » Response/registration form to sign up
- » Parent/guardian permission for participation and for use of any photos
- » Permission for daughter to join Girl Scouts (if applicable)

### **DESIGN BASICS**

- » Try to organize the page around one dominant visual element. Avoid the measles (i.e. lots of small things). Rather, lead the reader’s eye (with text or graphics) from one important element to another.
- » Margins of full-page fliers (8.5 x 11”) should be at least .75” wide. The larger the page, the wider the margins should be.
- » Use visuals (illustrations/photographs) to garner interest.
- » Avoid clip art whenever possible.
- » Do not use copyrighted materials without permission from the owner of the copyright.
- » Use boxes with discretion - to organize space or to emphasize an item only.

# FLIER ESSENTIALS

- » Do not fill up every bit of space. White space is a good thing and can make your flier much more inviting to read. If your flier is too much “work” to read, it will not be read.
- » Lines/Headings set in all capitals or italics are more difficult to read.
- » Keep “decorative” lettering and the number of different type styles to a minimum. Please use Arial for all public-facing Girl Scout materials.
- » Paper color: select a color that is appropriate for the intent and audience of your flier. Your favorite color may or may not be the most appropriate.
- » Proofread! Then proof again.
- » Ask a few people unfamiliar with the event to look at your flier and let you know if it makes sense, has any typos, and if it garners their interest in the event.