

MATERIALS AND DISTRIBUTION: GETTING YOUR MESSAGE OUT

Your materials are your organization's calling card. If your materials are sloppy with misspelled words and incorrect facts you not only look unprofessional, you also lose credibility. Punchy, brief, easy-to-read materials draw people in and sell them on your cause.

TO MAXIMIZE IMPACT:

Have a variety of materials.

- ✓ There are dozens of options when choosing materials to promote your organization, including flyers, posters, calendars, postcards, palm cards, stickers, and pins—to name a few.
- ✓ Remember that different materials fit different situations.
- ✓ For example, at a parade or a rally, hand out stickers or pins because they are easy to distribute and highly visible.
- ✓ At an event where you have more time to talk with individual people, such as having a table set up at the family day in your local park, use palm cards and flyers with more detailed information.

Develop a catchy campaign image.

- ✓ Having a simple and catchy logo and tag line will help people to know what you are about right away and identify the campaign.

Be concise.

- ✓ You want people to actually read the flyers you hand to them—make them simple and visually appealing. (Some examples of catchy flyers are enclosed.)

Target your audience.

- ✓ Tailor your materials to target the particular audience you're trying to reach.
- ✓ For example, if you are going to an event with lots of parents, make sure your materials include facts and arguments that appeal to them—such as how safe parks can affect children's health and well-being.

HOW TO FUND MATERIALS PRODUCTION?

Seek innovative sources of funding.

- ✓ While there are grants available for materials production, it's often easier and faster to tap into the resources of your campaign and your community to pay for materials production.

Try approaching small businesses

- ✓ Ask for in-kind contributions such as printing or materials.
- ✓ Offer to credit the business on the printed materials you produce or thank them publicly for their support.

Reach out to your own membership base

- ✓ Use the resources and talents within your organization.
- ✓ For example, look for volunteers that are graphic artists or talented with computers to design your flyers.
- ✓ Some of your members may have access to photocopy machines and can make copies of your flyers for free.