

Fliers

A flier is an attractive, easy-to-read handout that tells people about your problem, what you plan to do about it, and how they can help. You can create a flier on a computer or by hand. Plan to make several copies of the flier to post on bulletin boards or to hand out in places where there are a lot of people (concerts, shopping areas, community centers, etc.). You might also distribute them to fellow students outside your school after classes are over. (Check with your school's administration about the policy on handing out fliers.) To maximize your impact, post your flier online via social media (Instagram, Twitter, etc.)



Tips:

Headline — Write a clear, simple headline. Ideally, this identifies your issue and captures people's attention at the same time.

Message — Keep your message as short and direct as possible. People probably won't spend a lot of time reading multiple paragraphs, especially if they are not even clear about what the issue is or what you are asking them to do. Eye-catching images can also draw attention to your message.

Purpose — Tell people specific things they can do to help: Attend a meeting, visit a website, contact a policy maker, make a donation, etc.

Contact — Include the name of your group (if you have one), how to contact you, and how to get more information (email, website, etc.). Do not include personal information. For example, use an email you created just for your issue and not your personal email.

Here is an example of a flier:

The diagram shows a flier for 'Students United to SAVE CHESAPEAKE BAY'. The flier has a blue background and contains the following text and images:

- Headline:** Students United to SAVE CHESAPEAKE BAY
- Message:** Pollution is killing our bay. Preserve the bay for the next generation by taking action now!
- Image:** A photograph of a pile of trash and debris in a bay.
- Purpose:** What can you do?
 - Sign our online petition.
 - Attend our informational meeting on January 13 at 6:00 p.m. at River HS.
 - Write to your city council representative.
- Contact:** For more information, visit our website at www.savecbay.com or email us at savecbay@gmail.com.

Arrows point from labels to the corresponding parts of the flier: 'Headline' points to the title, 'Message' points to the main text, 'Purpose' points to the list of actions, and 'Contact' points to the website and email information.