

## Brochures and Community Involvement

*Brochures represent your organization and inform people about your programs and impact in the community. Here are some questions to consider prior to producing a brochure*

Questions	Considerations
What is the purpose of your brochure and how will you use it?	<ul style="list-style-type: none"> <li>• Introduce yourself</li> <li>• Create interest in your programs</li> <li>• Inform the community and funders about your work</li> <li>• Stay in touch with your constituents</li> <li>• Respond to inquiries</li> <li>• Call to action (fundraising, etc.)</li> <li>• Other</li> </ul>
Where will your brochure be used?	<ul style="list-style-type: none"> <li>• In letters &amp; proposals</li> <li>• When talking with people face-to-face</li> <li>• In the community</li> <li>• Other</li> </ul>
Who is the audience for your brochure?	<ul style="list-style-type: none"> <li>• Community constituents</li> <li>• Funders</li> <li>• Media</li> <li>• Other</li> </ul>
What information do you want to include?	<ul style="list-style-type: none"> <li>• Mission, vision and goals</li> <li>• History and accomplishments</li> <li>• Value and impact to community</li> <li>• Staff and leadership</li> <li>• Contact information</li> <li>• Other</li> </ul>

## Brochures and Community Involvement (cont.)

What are the important considerations for design?	<ul style="list-style-type: none"><li>• Readability</li><li>• Visually compelling</li><li>• Brief and targeted</li><li>• Paper</li><li>• Other</li></ul>
What are the graphic components of a brochure?	<ul style="list-style-type: none"><li>• Number of panels</li><li>• Size</li><li>• Brand (look, logo, etc.)</li><li>• Images, fonts &amp; graphics</li><li>• Headlines</li><li>• Body copy layout</li><li>• Composition</li><li>• Color</li><li>• Other</li></ul>