

# Creating Posters and Flyers That Get Results

**C**reate a flyer that advertises your specific position and distribute copies within your organization and to local shops, libraries, clubs, and other public venues. Flyers can be a relatively inexpensive way to show a presence in your local community. And, you don't have to be a design expert to produce an effective flyer. In fact, it's amazing what you can create in user-friendly programs such as Microsoft Word.

## General Tips

- Keep it simple. Too often the effectiveness of flyers is compromised by too much information. What are the most important points you need to communicate to potential applicants? What will get them to take the next step and find out more about your program and position(s)?
- Target your flyer to a specific audience. Figure out who you are trying to recruit—a recent college graduate, a retiree with a lifetime of experience, someone with some hands-on experience who is seeking a degree in a related area, etc. Once you know this piece of information you can design the content with that individual in mind.
  - Create a call to action. Each flyer should have a headline or call to action that will motivate your audience to take the next step. The headline should be short; for example, “Interested in teaching?” followed by a smaller headline “Need classroom experience?”
  - Sell what you do. What is interesting about your program or position that would be important to the applicant? Use those features to generate interest. Typically this can be done in short bullet points or in a brief paragraph description. Remember, be concise!
  - Focus on benefits. Let people know what they'll gain (both tangible and intangible rewards). But be brief and don't use National Service jargon.
- Clearly note important dates. Include your start dates and application deadline.
- Include up-to-date contact information.