A Guide to Flyer Creation

Flyers and posters are often the first way people learn about projects & events. Having colorful, informative and well-placed flyers and posters can help spread the word about your project! Here are some ideas to keep in mind when creating these tools

Creating Posters & Flyers:
- Poster-making meetings can be an amazing way for a team to work together and make progress on a project
- Be aware of what information needs to be on these and roughly how many posters you will need:
    - What do people need to know? Do all the posters need to say the same information? How could viewers contact you if they have questions?
    - Are they being hung in classrooms? In the hallways at school? Being sent home with students? Being posted in other areas in town?
- Gather supplies well before the meeting. Can your teacher provide markers & poster boards? Are there supplies left over from other projects? Should group/club members bring in supplies?

Engaging & Creative Advertisements:
- How can you make your posters/flyers unique or engaging?
    - Color? Size & Shape? Photos or Drawings?
    - Does the organization or cause you're serving have a website? (you could list it on the poster/flyer or use a QR code)
    - What would make your advertisements stand out?

Where to place them?
- Consider what rules your teachers or school might have around where flyers and posters can be hung
    - Do you need a principal or teacher's approval?
    - Are there areas where posters/flyers can't go?
- Try to consider popular areas where students are more likely to see and read the poster
- Will your teachers be willing to post a flyer on their board or somewhere in the classroom? Could you ask to have a digital flyer sent to parents?

Other thoughts:
- Always be careful to follow any school rules & Double check posters for spelling or misinformation before hanging
- Make sure to take down flyers soon after the project ends! (We shouldn't be leaving this for custodians to do)