US Junior Chamber

Action Guide:

Designing Event Flyers

Flyers offer an affordable and effective way to promote events. You can deliver them to people and groups already excited about your chapter, or use them to reach new audiences. This guide explains how to create flyers that get attention.

The US Junior Chamber website contains a customizable flyer under the marketing materials section of the forms and documents page.

Getting Started
Download the template flyer under marketing materials. This template is one example of many possibilities available to you. The concepts discussed below will foster creativity and successful design of your event flyer. Experiment and explore with different ideas and layouts. This guide will also help you evaluate results.

Logo Placement
The flyer includes the national and international logos along with a place holder for your local logo. Rearrange to suit your needs. While including the national and international logos can help convey the structure of the organization, removing the both logos may offer some flexibility in layout. Be sure to leave some blank space for the logos of your corporate sponsors. Following their corporate identity guidelines will keep them happy.

Selecting Fonts and Colors
Simple fonts will create a clean look that communicates information clearly to the viewer. The Arial family is recommended as it is available on all operating systems and desktop printers. If you wish to use the US Junior Chamber color palette, the Navy value is CMKY 100-89-20-20 (RGB 40-39-107) and the Green Value is CMYK 59-4-100-0 (RGB 118-185-67). Color attracts attention but spare your chapter the expense of a multi-colored brochure. One or two colors will do the trick.

Grab the Viewer with the Headline
Headlines are the first (and sometimes only) item people read. It brews excitement and urges the viewer to learn more. Avoid jargon that might confuse someone unfamiliar with the Jaycees.

Less is More
It might be tempting to write every detail about your speaker or event or chapter, but people tend to skip large blocks of text. Use bold or larger fonts for key words and concepts and fit your message into a few sentences.

Place the Time, Date, and Location Prominently
Place the event's time, date and location separate from the event description. Place it in large font so viewers will immediately find this information.

Posting Your Flyer to Reach the Right Audience

Many coffee shops and stores allow community organizations to promote events on bulletin boards. Consider businesses that target college students or young professionals, or stores that have a known commitment to community involvement. Be sure your flyer includes a brief description of the US Junior Chamber and its mission, specifying members ages 18 to 40.

One Piece of the Puzzle

Flyers offer a lot of flexibility because they easily combine with other promotions. Save them as a pdf for easy online viewing. In addition to distributing physical flyers, create a twitter feed with a link to the flyer so people can share it with others. Send the twitter feed to other organizations in town that have an interest in promoting your event. With a link to the flyer, you remove the step of requiring them to ask for more information. With pre-composed tweets, others will find it easy to help. Also, inform the media of your event with a press release.

Continue Marketing at the Event

Bring chapter marketing materials to the event so people will remember who organized it and why. Guests may choose to attend an event to hear a specific speaker or receive training, not necessarily because they know about the US Junior Chamber. Take the opportunity to teach them about your chapter and the mission of the US Junior Chamber. Your chapter president or event MC should take one minute and introduce your chapter to all attendees at the start of your event.