



a checklist for creating killer event flyers

Over time I've learned to ask myself the following list of questions before I print my event/trip/camp fliers and send them out.

- 1 Does the event have a specific name?** If not, why not? If so, does it clearly communicate the event's tone and content?
- 2 Is there a clear description of the event?** Simply, have I explained what will be happening with enough detail to paint a picture in their minds?
- 3 What age group is this event geared for?** If it's targeted for junior highers, how have I made sure that's clear?
- 4 Have I made sure the days and dates of the event are prominent and accurate?** Prominence means placement, size of type, and reiteration.
- 5 Where will this event be happening?** Have I clearly communicated our gathering location?
- 6 What are the driving directions to the event?** Are you traveling together or do people find their own way there? Is this a familiar location?
- 7 What time does the event begin?** Not only that, but what time do I want kids to arrive at the church?
- 8 Where do parents drop their kids off?** Is this a different arrangement than normal?
- 9 What time does the event end?** What time do parents pick up their teenagers?
- 10 Where do parents pick the kids up?** Is this a different arrangement than normal?
- 11 What's the cost of the event?** Are there scholarships or alternate payment methods available?
- 12 Does the cost change for early or late sign-ups?** Are there multiple "cut-off" dates?
- 13 Does the cost go down if kids get their friends to sign up?** Are there multiple levels of discounts tied to the number of friends who sign up?
- 14 When is payment expected?** How can they get payment to me?
- 15 What forms of payment are accepted?** Who do checks get made out to?
- 16 Will there be a need for teenagers to bring extra money to the event?** If so, describe the possible expenses.
- 17 Do they need to RSVP?** Do kids need to sign up for this event?
- 18 Do I need to include a registration form?** If so, how do they return it to me? If not, how will I gauge attendance?
- 19 Do I need to include a medical release form with the flier?** If not, how will I get kids to sign the form?
- 20 What do teenagers need to bring for this event?** Have I considered the time of year, change in climate, physical nature of the event, and list of "don't bring" items?
- 21 Is there a speaker at the event?** Who is it and why did I invite him or her? What will he or she be speaking on?
- 22 What music will be at the event?** Who will play the music, and why did I invite him/her/them?
- 23 How can parents reach me if they need to?** Have I covered all the bases for emergency contact information?
- 24 Can kids bring their friends to this event?** If so, are there any guidelines for who can and can't participate?
- 25 Are there attractive, eye-catching graphics on the flyer or brochure?** Visit www.microsoft.com, then click on "Clip Art" under the "Top Searches" header.
- 26 Did I check my flyer for spelling and grammar errors?** Have I given the piece to a trusted proofreader?
- 27 Does the flyer or brochure give God glory and represent my church and ministry well?** Is it apparent that the event has Jesus at the center of it? ■