

## COUNCIL WEB TEAM: GUIDELINES FOR PUBLISHING FLYERS

These are guidelines for flyers to be published on council or district web sites. Prior to being published, all flyers must be approved by the district or council. Approval will be based on these guidelines. A sample flyer is included with this document.

### CONTENT

#### ❖ **Top or header of the flyer will contain:**

- Greater Yosemite Council and Boy Scouts of America

#### ❖ **Event Name**

- Event Name, Title, Subject

#### ❖ **Event Location**

- In addition to listing the event location, you may want to include directions or a simple map to help participants find the location.

#### ❖ **Event Date(s)**

- If the event covers several dates, list them all on your flyer.

#### ❖ **Event Time(s)**

- You may want to include times for:
  - Pre-opening / arrival, Opening, Lunch/Meals, Closing

#### ❖ **Event Budget & Fees**

- The budget for an event must be submitted and approved by the district/council prior to flyers being published.
- The approved event/training budget will determine the fee(s) for the event.
- There may be different fees amounts for your event. Ensure that your flyer clearly identifies and states all the fees.

#### ❖ **Event Code**

- The event code for your activity is REQUIRED on the bottom portion of your flyer. This can be obtained from your district executive or the council program/finance secretary.

#### ❖ **Reservation deadline**

- List the deadline for sign up and/or fee payment for your event on the flyer.

#### ❖ **Walk-Ins:**

- Indicate if "Walk-In" registration will be allowed the day of the event

#### ❖ **Cancellation**

- If there are a specific number of participants needed to be able to meet budgeting requirements, you may want to put that information in your flyer.

#### ❖ **Who Should Attend:**

- If there are specific requirements for participants to attend, list them on you flyer. Levels of advancement, training, age, etc. may be an issue.

#### ❖ **Contact Person(s)**

- Who should be contacted to obtain additional information for this event? List phone number, email address, etc that the contact person has authorized to be published.

#### ❖ **Event description:**

- Explain why someone should attend this event.

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### DESIGN

#### One-Part Flyer

- This would be a flyer that does not have a section that must be returned for registration and fee payment. Review the content section and include all appropriate content items.

#### Two-Part Flyer

- This would be a flyer that has a portion returned to confirm attendance. In addition to the normal content of a one-part flyer, evaluate the need to include the following:
  - Much of the information included in the upper portion of a two-part flyer should be duplicated in the bottom portion:
    - Event Name
    - Location
    - Date(s)
    - Fees
    - Event Code
    - Reservation deadline
- Unit and/or district registration
  - Determine what information you will need to have available about participant's current registration.
  - Participant/Attendee Name(s)
- Participant/Attendee Phone
- Participant/Attendee Email address
  - This information can become very important when information about changes need to be sent quickly to participants before the event begins
- The event code for your activity is **REQUIRED** on the bottom portion of your flyer.
  - This can be obtained from your district executive or the council bookkeeper.
  - If there are different portions to the event, have a section of your flyer for those attending to indicate which portions they will participate in.

#### Graphic Usage

- The use of graphic images in a flyer can greatly improve the flyer's visual impact. Graphic images can also greatly increase the file size of a flyer.
- Be conservative with the use of graphic images. They should enhance the impact of the flyer and not overwhelm the content of the flyer
- Do NOT use graphic images for backgrounds
- Use bit map graphic images that are best suited to web publication. These would include:
  - GIF files
  - JPG files
  - PNG files
- Use graphic images that are appropriate to the Scouting program.

#### Color

- Use web safe colors. There are 254 web safe colors that will allow you flyer to look as you planned when it is published on the web site.
- Be aware that a portion of our population has varying degrees of color blindness. Use bold, italic, different fonts and different font sizes to help make text stand out in the flyer in addition to your choice of text color.
- Do not use color backgrounds. These present a problem when the flyer is printed.
- Use a colored paper to print your flyer on and help make it stand out. Print your flyer master, to be used for making photocopies, on white paper.

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- Test your color choices with a black and white photocopy of your color flyer. What may appear very attractive in color may look terrible when it is photocopied.

### Fonts

- Use fonts that are easy to read. Some specialty and script fonts may have an artistic appeal but are difficult to view when photocopied.
- Traditional font sizes are listed in points. The following information is guide to what different point size are equal to in inches.
  - 72 point = 1 inch in height
  - 26 point = 1/2 inch in height
  - 18 point = 1/4 inch in height

### PRIVACY INFORMATION RELEASE

- The Greater Yosemite Web Policy requires that before publishing adult contact information we must obtain verbal or written permission.

### PUBLICATION

- ❖ *Prior to publication the district or council must approve the flyer.*
- ❖ Flyers must be submitted to the council web master in an electronic format.
  - *It is preferred that files be submitted in a word processing file format such as MS Word, MS Works, Word Perfect, etc.*
    - Often the file structure of desktop publishing programs such as MS Publisher, Print Master, and Adobe PageMaker produce large files that take a long time to load on web pages.
  - *Do **not** submit files in an Adobe Acrobat format or as a graphic image.*
  - Large files will be evaluated for graphic design, type, size and may be edited by the council web master to reduce the file size.
    - The file may also be returned to the sender with a request to reduce the file size.

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❖ *Sample Flyer*

❖ ***EVENT NAME***

❖ ***Description***

❖ ***Date(s)***

❖ ***Time***

❖ ***Location***

❖ ***Directions***

❖ ***Who should attend***

❖ Contact person(s) phone / email etc.

❖ -----

CLIP AND MAIL THE BOTTOM PORTION OF THIS FORM:

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❖ **Event Name: Event Date**

❖ Name \_\_\_\_\_

❖ Unit #/District \_\_\_\_\_

❖ Address \_\_\_\_\_

❖ Phone # \_\_\_\_\_

❖ E-Mail \_\_\_\_\_

❖ Mail and make checks payable to: Greater Yosemite Council, 4031 Technology Drive, Modesto, CA 95356 Cost: \$

❖ Event Code: \_\_\_\_\_