

You – or Someone You Care About –  
Can

# Get Help with Your Reading



**Call us for more information**  
123-456-7890

**Or drop by for a visit**  
1234 Main Street  
Townville, CA 98765  
Monday-Friday  
10am to 8pm

**Or check out our website**  
<http://www.t-villereads.org>

***You'll be glad you did!***

**FREE** at the Library

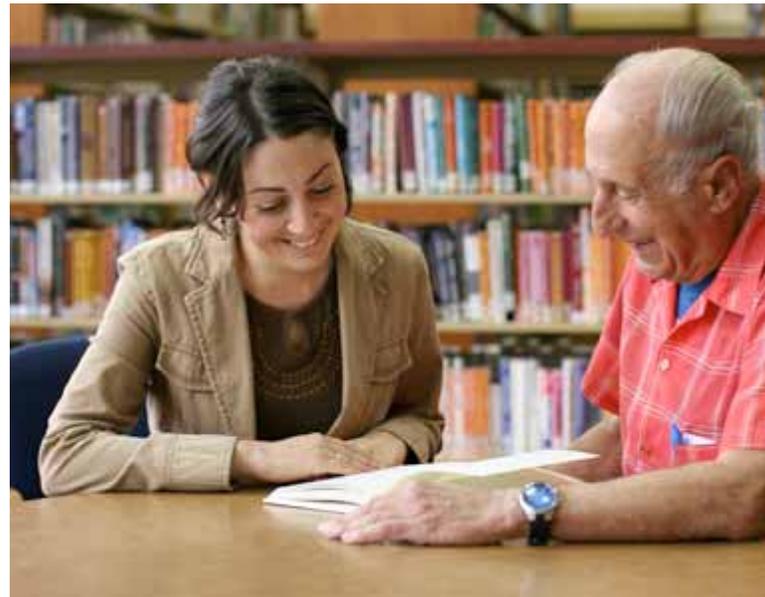
One-on-One Tutoring

Work at Your Own Pace - No  
Pressure

Flexible Hours

Did we mention that it's **FREE**?

Townville Literacy Project



# Key Points – Sample Flyer

- Address the announcement to “you or someone you care about” to speak directly to your audience and convey the message that caring people will help their loved ones connect with the program.
  - “Get Help with Your Reading” are the most important words here, and should be most prominent – larger type, bold face, etc. The focus is on the benefit to the user, not the program name.
  - There’s an important difference in dignity between “Get Help” and “Need Help” – don’t talk about what the user needs.
  - When you’re encouraging people to participate: except for the name of your program, avoid any use of the word “literacy.” It immediately conjures up “illiteracy,” which is not a great word for recruitment. “Literacy” does play well when you’re addressing elected officials, however.
  - When describing the program, highlight what the user will experience while participating, e.g. “Work at your own pace.”
  - Highlight the positive aspects of the process of learning, not how great they’ll feel when they’re done and can read – they already know that!
  - The visual impression of your flyer is just as important as the printed information – maybe more important. Use plenty of white space, color if you can afford it, and pictures of people relating to one another in a positive way.
  - If possible, use photos that show people looking/smiling at each other, not posing for the camera. You’re illustrating the rewards of relationship-based learning.
- Show diversity in age, ethnicity, gender, attire.
- A little humor (“Did we mention that it’s FREE?”) or informality (“drop by for a visit”) helps overcome the “strict” stereotype.
  - Ask your audience to take action. Don’t just tell them about the program; encourage them to take the next step.
  - Refer to your program in the first person plural – we, us, our – to put a human face on things and emphasize that people who get involved with you aren’t alone.