Neighborhood Brochure Training
Think About Your Audience

- Who is the brochure for?
- What is there knowledge level of your organization?
- What do you want from them and what do they need from your organization?
- What is the benefit of them getting involved in your organization?
- What is the most important thing you can do for them?
Plan Your Brochure for A.I.D.A.

- **Attention**
  - To be effective, your brochure needs to get attention.

- **Interest**
  - Get the prospect interested enough to reach further.

- **Desire**
  - Raise their desire to get involved

- **Action**
  - Get them to take a specific action such as come to a meeting, sign up for a newsletter online or visit the website.
Think of Simple Statements

- Use headlines and graphics your audience cares about
  - Your audience takes less than 5 seconds to glance at the cover of a brochure and decide whether or not to read it. If your headline or graphics on the cover of your brochure are boring, few recipients will bother opening it.

- Focus on simple explanations for complex items. Remember your audience and where their knowledge base is.
  - Use bullet points to focus on key features of your organization
  - Don’t use acronyms or lingo unless you define them
  - Find alternate ways to say more complex things.
Show your audience what your organization has done!

- CDBG projects built
- Traffic Calming Projects built
- Tons of trash taken for free
- Planted 10 trees
- Number of Concerts in the Park

Take the opportunity to educate and brag about what your organization has and can accomplish if people get involved.
An effective brochure should include a call to action

- Invite and motivate them to attend the next meeting
- Invite them to visit the website or blog
- Invite them to get involved in some way
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