

Neighborhood Brochure Training



Think About Your Audience

- ☞ Who is the brochure for?
- ☞ What is their 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.

Share Accomplishments

- ∞ 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.

Include a Call to Action

- ∞ 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

Options

Type	Qty
Tri-Fold Brochure-Black & White	200
Tri-Fold Brochure-Color	75
Rack Card - Black & White	350
Rack Card - Color	175