



Unit: Writing

Skill 23: Marketing

Activity A: How To Make A Flyer

Activity Skills:

Reading, research, writing, small group discussion.

Leadership Skills:

Understanding how to develop a basic flyer that conveys what is going on and how the public can participate.

Suggested Level:

Beginning

Time:

30 minutes

Supplies needed:

- Pens, pencils and markers
- Paper

Do Ahead:

- Clip or have students bring in news articles
- Make copies of worksheet

Source:

Developed by:
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Based On:

*Advertising Angles in
Unlock Your Leadership
Potential*, University of
Florida Extension

BACKGROUND:

Marketing is a great skill for leaders to have, because then they can guide the message that reaches the public about their group, organization or cause. Just about everything that we know about events and products comes through the media. Advertisements are simply how that message is packaged.

A very simple form of packaging is to make a flyer announcing an event or meeting. It's a quick, effective way to let people know what is going on and how they can participate. Let's start by taking a few minutes to look at how professionals package the message for us. (Look through some samples of ads in magazines). What do we notice about these ads? What catches your eye first? Do they have a lot of words?

Now let's think about what a flyer needs to contain. We start with the 5 W's and H – who, what, where, when, why and how? When writing an article for the news, these are the same guidelines for what must be covered in the article, but in a flyer you want to present those things more like an advertisement – quickly, without too many words and with a lot of impact. Which kinds of ads appeal to people, and which are easier to glance over?

WHAT TO DO:

Have participants brainstorm a list of events or meetings that their group might have to promote. Then break up into small groups of 3-6 people and hand out a situation or event to each. Each group will have 10 minutes to design a flyer. Reconvene to have each group share their flyer.

TALK IT OVER:

Reflect:

- Did you manage to include the 5 W's and H?
- What strategies did you choose to grab people's attention? Communicate the key information?
- How do the various strategies used among the small groups compare?
- When does a flyer get too "busy" and lose some of its impact?

Apply:

- What are some situations in real life where you have to be able to communicate this kind of information?
- What are some of the most successful advertising campaigns that you've seen? Why are they so memorable?

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Notes:

BEYOND THE BOX:

Optional Homework:

Ask students to create a flyer for their group or organization, and be sure to include the 5 W's and H. What other methods could they use (computer art, photos, etc.)?

Resources and Web Links: