EVENT FLYER CHECKLIST

CONTENT GUIDELINES:

____1. Who is sponsoring the event?

____2. Name of the event

____3. **What:** General description, purpose or other info. If a money-earning event, note what proceeds will be used for.

____4. **Who:** Who is invited? Grade level(s), registered Girl Scouts only, friends, parents, siblings

____5. **When:** Date and time—double check date, check the year, make sure day and dates match. Is Thursday really the 17th?

____6. **Where:** Facility name, address with city and zip code (include directions if needed)

____7. **Why:** Reason for hosting this activity—if possible, relate it to one of the 5 outcomes

____8. **How Much:** Fee info, non-member cost if different, what the fee includes (food, t-shirt, patch), cancellation policy (will refunds be made before a certain date?) and whether financial assistance is available

____9. **How to Register:** Pre-registration required? By when? Onsite registration? Late registration fee? Whether confirmation information will be sent, if sent will be via mail or e-mail

____10. **What to Bring:** If confirmation will not be sent, what should participants wear, bring, expect, know?

____11. **Contact Information:** Who to contact with questions, e-mail and/or phone #

You don't have to use the logo, but if you do, email marketing @gsnorcal.org for guidelines on how to use it.

STYLE GUIDELINES:

____12. **Does it promote:** Does it entice people to attend your event? Does it look fun?

____13. **Keep it neat and simple:** The more words, the less people will read. Include all important information, but no more. Use bullets or phrases. Try to focus on one dominant visual element avoid lots of small things

____14. **Emphasize the important items:** Use larger fonts, extra space, bolded statements, prominent placement

____15. **Fonts:** Should be clean and easy to read. Font size should be large enough to read easily. Use fancy fonts sparingly. Avoid using fonts with serifs in the body. Using too many different fonts will make things look cluttered, usually use no more than 2-3 different fonts at maximum

____16. **Artwork, graphics:** Graphics are attention getting and enhance the flyer as a promotional tool. Ensure that your graphics present an inclusive message. Ask permission to use copyrighted images. Use graphics that will reproduce well

____17. **Proofread:** Have at least one other person (preferably more) check over the flyer before it is printed. Allow plenty of time to have others proofread.

____18. **Approval:** Check with your service unit to see who must approve your flyer before distribution.

PROMOTING YOUR EVENT

Who: Determine who should hear about your event—girls, parents, troop leaders, event committee, service team, community, event staff, council staff.

How: Consider how to reach those people—by mail, e-mail, social media, websites. Information posted (with permission) in public places, school newsletters, school handouts, announcements at service unit meetings, personal phone calls, etc. Note: If delivering flyers or advertisements at schools, check with school officials for special instructions.

Mall Madness

girl scouts of northern california

Get ready for an epic night at this Mall Adventure!

Where: Chico Mall,1950 E 20th St. Chico, CA 95928

Date: Saturday, Sept. 28 - Sunday, Sept. 29, 2019

Time: Saturday, 7pm - Sunday, 7am

Cost: $25 per person *Price includes activities, dinner, breakfast, and patch for each participant

Shopping, movies, scavenger hunt, crafts, SWAPs, midnight snacks, live DJ dance club, and troop runway walk!

Grade Level: Registered Girl Scouts K-12

Questions: Contact Daisy Low at DaisyLow@girlscoutsnorcal.org or call (530) 234-2323

Bring: Sleeping bag and overnight necessities and money for shopping

Register by Sept. 20th

Troop #_____ Circle Grade-Level D B J C S A

Adult responsible to receive confirmation_____

Address:_____

City:_____Zip:_____

Phone:_____

Email:_____

Number of girls _____ x $25 = Total enclosed $_____

Number of adults _____ x $25 = Total enclosed $_____

Please Note: All programs are subject to cancellation 14 days inadvance of advance of the program if attendace does not meet program requirements. Cancellation policies can be found at gsnorcalmallmadness.com