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 #

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.
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

**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

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

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 in advance of advance of the program if attendance does not meet program requirements. Cancellation policies can be found at gsnorcalmallmadness.com