

## Preparedness for climate change programme, additional guidance for step 2: Make a flyer or a brochure that sends a message!

**1. Start your flyer design by studying your audience.** Design your brochures and flyers with your target audience in mind. Choose the language that is spoken most in your program area, as well as a tone and style that is meant to reach those people's minds and hearts. Insert your logo at the top, address and contacts at the bottom. There is no need to include details of the Climate Centre on the brochure – the focus should be on your National Society.

**2. Write a snappy headline or title.** Make it memorable, unusual or provocative using a few carefully chosen, powerful words. You might like to choose a slogan that can be used on other materials such as t-shirts, documents, posters etc. Test the options with a few people representing the target audience.

**3. Use colourful or striking graphics.** One large image will have more impact than many smaller images. A stunning photo or illustration grabs attention, creates a mood, and supports your story. This image is your "focal point" and will draw your readers in. You can use the database of the IFRC on Fednet for climate change related photo's in high resolution or use photo's from your own database that deal with your interventions or with a climate related disaster. You can also ask the Climate Centre for useful graphics.

**4. Focus on the actual goal of your work. What is your NS doing and how do you see the problem of climate change?** Most people think of climate change as a scientific problem, for the remote future, involving pollution (the cause of CC). Your main task is to make the audience understand that the consequences of CC are now a serious threat, and that something can be done to prepare. Keep in mind the perspective of your target audience using the words "you" and "your." Avoid using the following words: we, us, I and our. Be sure to keep your text short and to the point. Some of the most powerful words to use are: save, new, results. Break up long paragraphs with bullet points and place them in a separate box. (keep the size of the text limited to a quick read). Be careful not to include technical or scientific language unless it is aimed at these audiences. Ask a person with little or no experience in what you are trying to communicate to look at the brochure. They may be able to make suggestions for areas that need more clarification. Please make sure you do not copy/paste texts literally from other reports without mentioning the title/author/date/place in a footnote at the bottom of the same page.

**5. Decide on finish and fold.** Determine whether you want to make a flyer/ brochure that's flat or glossy; and whether your flyer design calls for black and white, partial color or full color. Also consider how you want your brochure to be folded and/or bound after you have determined which size you would like to have, eg half this page is A5 format. Make sure to show the final draft to a few people representing the target audience, and make adjustments based on their feedback.

**6. Collect quotes from printers** Armed with your brochure and/or flyer printing needs, you'll be able to solicit accurate costs from a variety of potential printers.

**7. Optimize your files for printing** Not all files are created equal. Before submitting files to your printer, make sure your images/ photos/ graphics are high-resolution. Discuss carefully with your printer how you would like the flyer and always ask for a first **proofreading** before the actual printing. Have a downloadable brochure on your Web site so that your stakeholders can print it out.

**Please share the drafts with your contact at the Climate Centre and please send final materials to us for our data collection (even if we can't read the language!).**