

Creating and Using Effective Informational Flyers Resource Guideline

Let's face it – we're inundated with enormous amount of information on a daily basis. From the moment we awake and until we lay down to sleep again, we view countless images and messages designed to grab our attention, make a point and drive us to some form of action. It is in this crowded and noisy environment that an Israel activist's messages must rise over the ruckus and win attention. It's not an easy task, nor is it insurmountable. In fact, there are things working in the activist's favor.

First is the particular forum in which the Israel activist functions – the campus. A campus is a microcosm of the "real world" and features many of the media and communication outlets existing off campus. Yet the primary points where political issues gain public attention at a university are few: the campus newspaper, outdoor and indoor bulletin boards and high-traffic public walkways/gathering areas. Since this article is focusing on creating and using effective flyers, the discussion here will exclude the medium of the campus newspaper, despite its obvious importance to campus activists.

Second is the natural curiosity of students to know "what's up." One of the ways students find out about happenings – academic or not – is via the school bulletin boards or strolling through main thoroughfares of the campus. It is in these areas that targeted and effective informational flyers, postcards, stickers and placards are seen, evaluated and even sought-out by thousands of students.

Finally, the renowned creativity and "chutzpah" of Israel activists ensures that the desired messages will be heard, even if some unorthodox methods are employed to get the job done. Case in point: one enterprising Israel group inserted flyers into the middle pages of newly printed campus newspapers in the early morning before students picked them up. Nice entrepreneurial thinking!

Yet, what makes informational flyers effective? Below are tips for the creation and distribution of such flyers. Though not exhaustive, it does provide useful guidelines.

Points for Creating Effective Flyers:

- **KISS Messaging** – (Keep It Simple Stupid). An effective flyer usually employs a quick, striking and memorable message. Once you have it, use it again and again.
- **Visually Pleasing** – Ugly flyers are just that – ugly. No need to be a graphic artist, but if your Israel group has one definitely put him/her to work. If not, create flyers with clean, non-cluttered lines.
- **Graphically Striking** – "Impactful" images are infinitely available on the Internet. Use them. Also, photocopy flyers on bright yellow, orange or pink paper that demands attention.
- **Use Facts & Quotes** – Bona fide facts and "attributable" quotes add legitimacy to your messages.
- **Pose Questions** – This is a classic method that leaves the viewer with "food for thought."

- **Highlight Humor** – Don't be serious all the time. When appropriate, use humor, irony and wit to highlight absurdities, political or otherwise. The model to emulate is a quality political cartoon.
- **Creatively Diverse** – Use different flyers to make different points. Keep viewers intrigued!
- **Be Reachable** – Add contact information to flyers. Use a special email account to avoid junk mail.
- **A Call To Action** – Flyer messages often specify actions that should be taken. It could be to join a rally or call an elected official to voice your opinion. Find the appropriate action for your message.
- **Holistic and Sustained** – Try to consider all of the above together when creating a flyer. And finally, a campaign to sway public opinion is not a one-day gig. Flyers should go up for weeks!

Flyers Ready? Posting & Distribution Ideas:

- **Posting on Campus Bulletin Boards** – Use a staple gun or good glue to make sure your flyers stay up for a while. Post them on all the major outdoor bulletin boards, but also seek out areas in classrooms and hallways that are “postable.” Remember to post flyers just before high-traffic times so they get maximum exposure. If your campus is vigilant about removing unauthorized posters, you may want to have members of your Israel group keep a number of flyers with them at all times, and post as they pass through hallways.
- **Off Campus Posting** – You know where people are on campus and off, so make sure they see your message.
- **Hand Out on Campus** – By handing out your flyers, you make sure they get to the right people. Save money by shrinking the flyers to postcard size, print 4 on a page, cut and distribute. Half pages work too!
- **Unauthorized Newspaper Inserts** – When newspapers are first delivered to campus racks, grab a stack of them, insert the flyers and return the stack to the rack. It gets the word out!
- **Distribute at Events** – Sporting, political, academic or social events provide a great venue for the distribution of flyers. You can post them strategically – say at the keg – or pass out postcard-sized flyers as people enter the sports arena for a game.
- **Distribute at Institutions & Hang Outs** – Library desks/study halls, fraternity/sorority houses, coffee shops, dining rooms/cafeterias, unions and dorm lounges are staples of this distribution method.
- **Under the Door Distribution** – Canvas student housing/dorms and slip postcard sized flyers under doors.
- **Email Lists** – Electronic communications allow you to message people quickly. Build and maintain a list of people interested in your materials. Encourage recipients to forward the flyers to friend and acquaintances.