

## **SAMPLE FLYER**

### **NAME OF YOUR EVENT OR TRIP** **(TYPE OF EVENT OR BRIEF DESCRIPTION)** **Month, Day, Year of the eve**

- WHERE:** Place and address of the event or trip or meeting place to carpool or gather
- TIME:** Time or duration of the event or trip – or meeting time to carpool
- COST:** \$ Members  
\$ Non-Members
- INCLUDES:** Brief summary of what the cost includes: lodging, meals, transportation, etc.
- BRING:** BYOB, lawn chair, money for carpooling, water, potluck dish, etc.
- LIMIT:** Minimum & maximum number of participants permitted or needed
- SIGNUPS:** Beginning date and last date to sign up.
- CANCELLATION:** Last date people can cancel to received a refund (full or partial) OR statement of NO refunds or refunds only if there is a paid waiting list.
- MILEAGE:** If the event includes carpooling, people should share in the cost of the round trip. The drivers determine how to be reimbursed - \$.10 per mile or the actual cost of gas split by number of people in the vehicle. Knowing the mileage helps to plan.
- EVENT LEADERS:** There should be **2** event leaders, hosts, contact people listed per event or trip.  
Name, Phone #, Email Address

The remaining space can provide more details regarding the event and photos or clip art.

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### **HINTS FOR YOUR FLYER**

1. **Keep it simple.** Identify first the basic details (date, time, costs, limitations, cancellations, contact information) so people don't have to search for them. You can add more details below the basic data or add a 2<sup>nd</sup> page to be inserted to the flyer.
2. **Please submit all your newsletter flyers in digital format.**
3. Use a simple font such as Times Roman, Arial, Cambria, etc. Please do NOT use Script, Colored print, or highlighting as these do not copy well, create shadows, or obscure the print.
4. Please email the digital flyers and a copy of the Board Approval Form to the newsletter editors by the Friday following the Board Meetings to ensure submission in the next month's newsletters. (The newsletters are posted on the web site, so your event or trip will get broad coverage.)
5. If you need assistance in any phase of planning your trip or event, please do not hesitate to ask for help.