



## Guidelines for creating event flyers

Flyers or posters designed to promote a Woman's Life Chapter event should include the following information:

- WHO:** The Woman's Life name and Chapter number should always appear at the top.
- WHAT:** What is the event?
- WHERE:** Location of the event.
- WHEN:** Date and time.
- WHY:** What cause are you supporting? How will the funds you raise be used? How will your Volunteer Service Project help?

You may also want to include a contact name and phone number for additional information. In the case of a Matching Funds project, note that "Woman's Life Insurance Society will match the first \$500 raised".

Remember that all chapter advertising using the Woman's Life name needs to be approved by Home Office in advance. This includes flyers, posters, ads placed in programs or local newspapers, and web pages created to promote your events.

If you have any questions, or for assistance creating a flyer, contact Karen Deschaine in the Chapter Development Department.