



## Guidelines for Creating Event Flyers

Flyers, posters and other materials 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?
- AND:** For all approved Matching Funds projects, the words:  
Woman's Life Insurance Society will match the first \$500 raised.

You may also want to include a contact name and phone number for additional information.

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 on web pages created to promote your chapter and/or events.

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