

# Woman's Life®

*A Trusted Fraternal Life Brand*

## Guidelines for Creating Event Flyers

Creating flyers, posters, and other materials are great ways to promote a Woman's Life Chapter event. These promotional materials 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 / event title?
- WHERE:** Location / address of the event.
- WHEN:** Date and time.
- DETAILS:** What is happening at this event?
- WHY:** What cause is the event supporting? How will the funds raised be used?
- COST:** Is there a cost to attend? Are there tickets?
- CONTACT:** Include a contact name and phone number for additional information.
- AND:** For all approved Matching Funds projects, include one of these phrases:  
*Woman's Life will match the first \$500 raised.* OR  
*Woman's Life will match a portion of the funds 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 on web pages created to promote your chapter and/or events.**

If your chapter creates their own flyer or other promotional materials, please email a **.pdf file** of the flyer to Heather Gaffney ([hgaffney@womanslife.org](mailto:hgaffney@womanslife.org)) in the Communications Department for approval.

If you would like assistance creating a flyer for your event, complete the flyer request form on the Woman's Life ChapterWeb, or contact Heather Gaffney in the Communications Department ([hgaffney@womanslife.org](mailto:hgaffney@womanslife.org); 810-985-5191, ext. 281).