

Designing Promotional Material

Promotional material is the “face” of your program. It should exhibit a thoughtfulness and professionalism that project the quality of the program itself.

Ten commandments for quality and effectiveness in promotional material:

1. Keep it *concise*. Use short paragraphs and short, direct sentences.
2. Keep it *readable*. Use adequate size headlines and font sizes. Use good paper to ink contrast. Make your copy stand out.
3. Keep it *neat*. Watch for ink bleed-through, crooked copy, and smudges.
4. Keep it *spacious*. Use lots of “white” space, generous margins. Don’t have the copy look constricted.
5. Keep it *scanable*. Employ frequent use of headlines, art, and separate blocks of copy. Short lines preceded by bullets (dots) work well.
6. Keep it *active*. Use strong, active verbs. Avoid the passive voice. Place the most important items up front. Make sure your program’s outcomes and benefits stand out.
7. Keep it *personal*. Use first- and second-person pronouns. Use names. Build in personal quotes, testimonials.
8. Keep it *durable*. Use adequate weight paper to better withstand the rigors of mailing and to feel more professional in the hands.
9. Keep it *economical*. Use computer-based design templates and paper with pre-existing color graphic designs to avoid design and printer costs.
10. Keep it *timely*. Get your material out with enough lead-time for busy people to be able to schedule in the program.