

## Day Trip Flyer Form Preparation Suggestion

Give our Flyer Designer a WEEK or more to prepare your flyer!

New 5-2019 – Help with Day Trip Flyers: Barb Scholwin, Tel. 262-997-0663 email: [barb@kdomain.org](mailto:barb@kdomain.org)

1. Your name, phone and email address so Barb can contact you (separate from flyer info).
2. **ON THE FRONT OF FLYER in order:** At the top: ALL address and phone number in small letters.
3. Title of the Day Trip (and a website to find a photo or line drawing to go with the title).
4. Day of week, Month, Day, Year of day trip.
5. Where to meet bus and time trip starts and ends.
6. A few sentences about what we will see and do. If two events, separate those two events into two paragraphs with just a few sentences. Include the restaurant's name. If more needs to be said, include the line: See back for details.
7. In smaller letters, mention any restrictions or suggestions on what to wear or if trip is rain or shine.
8. Questions: Contact – name – phone – and email if preferred.
9. Cut out coupon info comes next to include: (Use a scissor symbol and dotted line).
  - a. Name of day trip - # of spots available, member's cost, guest cost (\$10 more) and register by month, day, year.
  - b. May include food choices for lunch, gluten free, vegetarian.
  - c. Name \_\_\_\_\_ Check # \_\_\_\_\_ Email \_\_\_\_\_ Cell phone \_\_\_\_\_ Home phone \_\_\_\_\_ Emergency contact name and phone \_\_\_\_\_
  - d. At the bottom of the coupon in very small letters it needs to say:  
Deliver **cash** registration to the ALL office in Tallent Hall. Checks payable to UW Parkside/ALL; deliver or mail to Vanessa. Credit card registration for members must be submitted online; an email with a member registration LINK will be sent around the 1<sup>st</sup> Monday each month. NO online credit card registrations can be accepted for guests. As registrations fill, members get preference in signing up. **NEW: a fee of \$5 will be charged for registration changes.**
10. **ON THE BACK OF THE FLYER:** Schedule of the day's events (time of day on left side and where on the right side) at the beginning have the time to meet, and each stop until we end at Tallent Hall. Have this info at the top of the page so it doesn't get 'cut off'. **Note:** coupon at the bottom on front side.
11. Have a bigger description of all the food items. Make sure to mention if there will be gluten free and vegetarian choices available. Include the beverages and if there will be a cash bar. Include a description of dessert. Remember, always dessert!
12. If there is still space on the back, include some line drawing that will enhance the food or trip. Sometimes we've used a clock face, a set table or larger typeface to fill. Nothing of big importance should be on the bottom because the front side is the coupon space.
13. Let Barb know if she can freely edit your copy to fit in the space she creates. Give Barb S. at least a week to prepare the flyer. Barb S. will prepare a first draft and send it back to you via email. You look it over for errors in dates, times, costs, etc. If two are doing the trip, both should look it over. When you are happy with your changes, have Barb S. send the final flyer to Carole Scotese 948-0764 [mescotese@aol.com](mailto:mescotese@aol.com) and to Frances Kavenik 654-7570 [kavenik@uwp.edu](mailto:kavenik@uwp.edu) to look over. Carole or Frances will send the approved flyer to Vanessa for printing and to Jarlene to post on the webpage.