

FLYERS

Flyers are, at minimum, a way to convey information—and at best, a way to have a conversation. The more local the messenger, the more effective the message—flyers customized to list your Local Union or District Council will be more effective.

While a flyer should stand on its own, flyers should also be a tool to spark a discussion at union halls, workplaces,* on jobsites and in homes.

Creating flyers for local races or local issues can be made with software commonly found on any computer, including basic word-processing software.

DO:

1. Do keep it short and simple—a good flyer is 75 words or less and focused on one phrase, such as “Politicians should work for those who build America.” The rest is simply a handful of supporting facts and contact information.
2. Do use big type with a bigger headline so that it takes only a second to understand what the flyer is about, even from a short distance.
3. Do use words that people would use in everyday conversation.

DON'T:

1. Don't try to cram all the information you think is important into the flyer. A flyer is the title of your case, not the trial.
2. Don't forget the key facts: if it's an event, list the, who, what, when and where, and a contact phone, email or address.
3. If hand-delivered, don't use a flyer as an excuse not to talk to a member or their family. Use it as a way to start a conversation.

*Public service employees should check with their steward about state and local guidelines that may govern the use of political material in the workplace.