

Step #3

Design an appealing and practical layout.

- Layout possibilities (whether they are for a flat page, one-fold or a two fold brochure) are limited only by your imagination. Many software programs include templates for brochures and other items. These templates are generic layouts that allow you to simply drop in information.
- Make your layout as clean and uncluttered as possible to allow the reader to easily follow your message.
- Leave white space throughout your documents. Do this with margins, space above section titles, indents, etc. White space is visually appealing, makes documents more readable and gives the reader 'breaks'.
- Include graphics such as photos or clip art in your brochure. Many software programs come with a selection of built in clip art that can be directly incorporated into a document. The advantage of electronic clip art is that it can be resized and altered on the computer screen and is more versatile. Electronic K of C clip art is available for free download from the Order's Web site (www.kofc.org). It can be found in the "For Officers" section, in the "Media Library" portion under "Clip Art". K of C clip art includes emblems, logos, membership recruitment and service programming artwork, illustrations of seasonal, holiday and patriotic themes, and a variety of K of C slogans and images.
- Computer and office supply stores also sell clip art collections on CD or DVD.

Step #4

Printing your brochure.

- The number of copies you need will determine the best way to output your brochure. If you need a limited number, you may want to run copies out on your PC's printer.
- Take your brochure to a copy center for reproduction in larger numbers. Printers and office supply stores often have copiers available for use.
- Add color to your brochure. Have headlines and clip art copies in one color and then the text in another. A full color piece looks more professional and catches the reader's eye better.

Remember, your brochure's main purpose is to be read — if it isn't pleasing to look at, no one will read it. Remember this rule for content: If it doesn't help the reader understand your message, don't put it in.

That's all there is, four steps and you have an attractive brochure ready for distribution to tell prospects all about your council and the Order. Now all you'll need is a supply of Form 100's to sign up all those prospective members.

HOW TO DESIGN YOUR COUNCIL'S BROCHURE



A quick and easy guide to designing a brochure accenting your council and the Order.



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The main purpose of any brochure is to sell the item, service or idea that it describes. To do this effectively it needs to be easy to read, appealing to the reader and convey the character of the product described.

Why Develop a Council Brochure?

Prospective new members of your council may have heard about the Order, and they may know some of the programs that the Knights undertake on an international level. However, keep in mind that they are looking to join your council in their local community and they will want to know what programs your council is actively involved in. You can use a brochure to promote those programs and accomplishments that your council has participated in as a way to attract their attention. In it you can highlight activities unique to your council and it's a great way to "toot your own horn" and let people know about your council.

Here are four steps you can follow in designing your own brochure:

Step #1

Decide what information about your council you want to promote. Make an effort to focus mainly on items that will attract as many men to join from as many diverse backgrounds and experiences as possible.

❑ Programs such as "Keep Christ In Christmas" activities, pro-life initiatives, religious devotions, fund-raisers for people with mental retardation, Free Throw Championship, Soccer Challenge, Substance Abuse Awareness Poster Contest, Family Summer Picnics, etc.

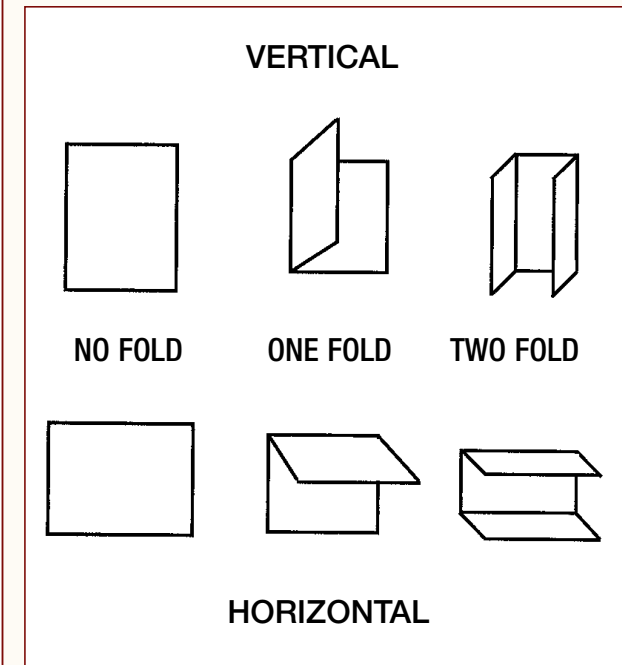
❑ Benefits including council programs to reward recruiters and volunteers, scholarships for family members, "Family of the Month/Year" programs and council-sponsored athletic teams and events. For a listing of Orderwide membership benefits see the Member/Spouse Fraternal Benefit flyer (#2773) available from the Supreme Council Supply Department.

- ❑ Recent awards and recognition received by the council.
- ❑ Social and family activities that everyone can get involved with.
- ❑ Annual charitable contributions and volunteer services provided by your council. Use the Annual Survey of Fraternal Activity (#1728) submitted by your council each year to compile figures.
- ❑ Orderwide statistics of charity and volunteerism which can be obtained from Knightline, Columbia and the "Supreme Knight's Annual Report" printed each year in the October issue of Columbia.
- ❑ The history of your Council. Check past records on your council's founding and accomplishments during its history.
- ❑ Explanation of the Knights of Columbus. Use the publications These Men they Call Knights booklet (#937), "Did You Know" flyer (#1267) and the "Supreme Knight's Annual Report" printed in the October issue of Columbia to gather information.

Step #2

Pick a size, shape, color and typeface for your brochure.

- ❑ In deciding what size to make your brochure, keep in mind what will be easiest to produce and the resources you have at hand. An 8^{1/2}" by 11" sheet is probably the most common paper size and the easiest to obtain. Use legal or other size papers to make your brochure stand out.
- ❑ Layout your brochure in a horizontal or vertical format. It can be a no-fold, a one-fold, or a two-fold design, whatever suits your needs and appeals to you.
- ❑ The Supreme Council has made available Council Brochure Stock Paper (#4242) that can be personalized by your council. This 8^{1/2}" X 11" paper comes in packs of 250 sheets for \$5.00, and is ready to be run



through any standard printer. Councils may also consider using color paper (rather than plain white). Most office supplies stores have a large selection of paper. Some even carry designs specifically made to be folded into brochures. Greens, yellows and blues will make your brochure stand out. Stay away from dark colors that can make your text difficult to read.

- ❑ Most computer software offers a variety of type faces. The most commonly used are Times New Roman or Arial. Please note that "Times" is one of the most easily read type faces. When setting up your brochure be sure to pick a type size (measured in "points") that is easy to read. Twelve (12) point is an easily read size for the text of your piece. Titles or headlines should be larger, at least 18 points or more. Try putting titles in Arial to set them off from the text.
- ❑ Other ways to make your brochure more pleasing to the eye is with different text attributes such as Italic, underline, ALL CAPS, Bold and reverse type. Use these to emphasize points and to breakup large text blocks.