

Your OA Event Flyer Should Include:

- Title of the Event - this should clearly convey the purpose of the event.
- Subtitle or small paragraph of text - give a little more info to tell people why they should definitely attend!
- Date of the event, including the year and the day of the week.
- Time, including start time, lunch break, and end time. Should participants bring a brown-bag lunch?
- Full address, including street, city, state and zip.
- Directions, a small map insert and parking instructions might also be helpful.
- A contact person who can be reached by email, and, on the day of the event, by phone. Don't include email addresses that include last names....we can't publish these on our website for anonymity reasons.
- Should participants bring anything, such as certain program literature, or money for raffle tickets?
- A suggested donation for the event, with a statement that "No one will be turned away for lack of funds."
- A statement that the event is open to all who struggle with food, and that newcomers are welcome.
- Include the name of the sponsoring group and service body (Oregon Intergroup of Overeaters Anonymous).

Give it Some *Flair!*

- Include a nice graphic / image to call attention to your flyer!
- Don't "crowd" the page with too much text – leave some white space for readability.
- Stick to just a few fonts, but vary the font size to add visual appeal.
- Use **COLOR** font and images for distributing the flyer electronically!

Proofread Carefully!

- Have several people, including the OIG Event Coordinator, proof your flyer before it goes to print.
- Double-check even your basic information to be sure everything is accurate.

Ready...Set...Print!

- Use BLACK ink for printing to keep costs down, but COLOR paper to make your flyer stand out.
- Find a great deal at your local printer, or ask the Event Coordinator how to use ePrint in Tigard.
- Typically, 400 copies is about right...but this depends on how far in advance you are getting the flyer out.

Get the Word Out!

- Give the Event Coordinator a pdf of your event flyer to post to the OIG, Region, and World Service websites.
- The Event Coordinator will post to our OIG Yahoo Group...or, someone in your group may choose to do that and include a personal invitation to the event. It's ok to post the event periodically to the Yahoo Group. Once you are a member of the group, just attach the flyer to an email sent to oregonoa@yahogroups.com. Be sure to post a reminder a day or two before the event!
- Bring flyers and announce your event at intergroup meetings, speaker meetings, workshops, and retreats leading up to your event.
- Email your flyer to OA friends and ask them to let others know about the event.
- To really get the word out, call the contact person for each meeting in our directory and ask if their group has flyers for the event. If not, email them a copy. An easy way to do this is to have one person call all the Monday meetings, another call the Tuesday meetings, etc.