



ConnectGroups
helping support groups & individuals



How to Write an Information Sheet or Brochure

A one page hand out for your group that answers the questions ‘Who are we?’ ‘What do we do?’ ‘Why is it important?’ will help you spread your message through the community.

The information can be given to people who might want to join your group or who are interested in finding out more.

Information sheets and brochures can be put in waiting rooms, given to libraries and pinned up on notice boards.

There are two things to think about – what it will say (content) and what it will look like (format).

Content – what your information sheet or brochure says

A person picking up your information sheet will probably just read the first one or two paragraphs.



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This is why it is important that you get your message across in the first paragraph. You can go into detail later on. What does the group do, and who for?

Who does it help?

Keep it short and simple and try not to get technical.

What you do

Say what you do with a brief description of each service you provide.

Say who is allowed to join your group.

If you can be clear about this, then you don't have to turn people away later.

Explain why your group is a good thing.

You need to promote the things that you're offering, not just list them.

Even people who might want to join need to be talked into taking up what you have to offer.

Don't say you're wonderful – make what you do sound wonderful.

What happens in your group

Make sure that you have covered the basics.

Who can join the group? How do they join? What does it cost?



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How can they access the meetings? Is there a cost? When can they contact you?

Contact details

Include a way for the reader to get to know more about your group if they are interested.

Make sure you include your address, phone numbers, email address and website address if you have one.

What you need

If your group needs help, this is a good way to ask for it.

If you want volunteers or donations, this is a good place to say so.

More information

Don't feel you have to put in everything.

An information sheet or brochure is meant to grab attention from people and you just want it to send a simple message.

You can always attach other information – for example price lists – if this is needed.



Look at every paragraph and ask, 'Will this interest anyone who knows nothing about us?'

Format (the way your brochure looks)

Even if you have never made a brochure before, you want your brochure to look professional.

Take the time to get it right.

Make sure the way your brochure looks is the same as other publications your group might be using.

If you use the same logo or font on everything you produce, it will help your group become well known.

Layout

There are a number of simple, easy to use formats you can choose for your information sheet or brochure.

- A straightforward A4 page
- An A4 page divided into two or three columns
- An A4 page designed as a 3 fold double sided brochure
- An accessible Word document, with clear text and no text embedded in images.



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Colour or black and white

If you use black text on a white background, you can easily make copies on a photocopier.

You can also use coloured paper to make your brochure stand out, but make sure there is still enough contrast to make the text accessible to people with low vision.

Using coloured paper makes it difficult to fax or photocopy your work.

Graphics

You can use pictures or drawings in your brochure or information sheet, or use blank space.

If you use a picture in a Word document, you should describe the image by using the Alt Text command in Word.

You can find out how to do this by searching 'adding alternative text in MS Word' on the Internet.

Think about the type of font that you will be using.

The accessible standard is a 'sans serif' font – a font with no 'curly edges'.



Good designers only use two fonts in a publication, a 'headline' font and a body text font.

How to use the information sheet

Print it in small quantities.

Send or hand deliver a bundle to information displays in your area – community health services, local government, GPs, specialist's offices, government offices, hospitals, libraries, etc.

Connect Groups: Telephone: (08) 9364 6909 Rural Freecall: 1800 195 575

Email: info@connectgroups.org.au

Web Site: www.connectgroups.org.au

Postal Address: PO Box 1209 Booragoon WA 6154

Street Address: 10 Almondbury Road Booragoon WA 6154

New and Existing Support Group Development, Telephone Information Line, Information Forums, Facilities and Equipment Hire

On-line Directory of Support Groups and Community Organisations, E-News

People With disabilities WA:

1/37 Hampden Road, Nedlands WA 6009

Telephone (08) 9485 8900 Rural Freecall 1800 193 331

Email: info@pwdwa.org Web: www.pwdwa.org