

## Activity: Calling all Communicators



**Suggested Levels:** D B J C S A

**Objective:** Create flyers, brochures or postcards to attract supporters.

**Leader Prep:** Scope out a few places in your community where message boards are available. You can try churches, community centers, coffee shops, and grocery stores. Make a plan to visit these places with your girls.

**Supplies:**

- Paper or posterboard or cardstock
- Photo editing software (Canva, Paint for Windows, Gimp, Photoshop Express)
- Printer
- Markers, colored pencils, or pens

**Ways to Include Supporters:**

- Ask a graphic designer to help you execute your vision
  - Ask a local printer to donate copies, ink, or stamps
  - Ask people or businesses to distribute your literature
1. What are the most important pieces of research you gathered about your issue? Statistics or facts that are “mind-blowing” can help to attract interest and supporters. These facts and stats should be featured prominently on your flyer.
  2. Next, think about a call to action and direct your supporters to where they can bring their new interest in your cause. Should they visit a website you’ve created, contribute to a fundraiser, or post a unique hashtag on social media? Combine this activity with another (below) to make sure you’re putting your momentum where it matters!
  3. Visit a place in town where people you’d like to attract might gather. Looking for help from senior citizens? Try the local VFW or the Senior Activity Center. What about young adults or parents? Try the coffee shop or the grocery store. Looking for your own peers? Where do you hang out? Wherever you end up, check out the local signboard for flyers and postcards. What do you notice about the most exciting or interesting looking flyers? How can you use these features in your own design?
  4. Now that you’ve done the pre-work, it’s time to design your flyer, postcard, or brochure. Create a sketch of your plan before getting on the computer. Once you’ve figured out the look, see how you can recreate it in a photo editing software program or with the help of a graphic designer or media specialist.
  5. Print lots of copies! You’ll need lots of resources to gather support.



Brownie Painting Badge  
Junior Drawing Badge  
Junior Digital Photographer Badge  
Senior Collage Artist Badge  
Ambassador Photographer Badge