

Develop a Club Brochure

Let prospective Members walk away with something from your Optimist Club - develop a Club brochure and start handing them out to potential Optimists.

The following pages will break down the contents of a tri-fold brochure. The brochure is designed to be used with an 8.5 x 11 piece of paper divided into three panels on both front and back. This project can be created using a design program or Microsoft Word.

Before you get started you will need:

► Photos

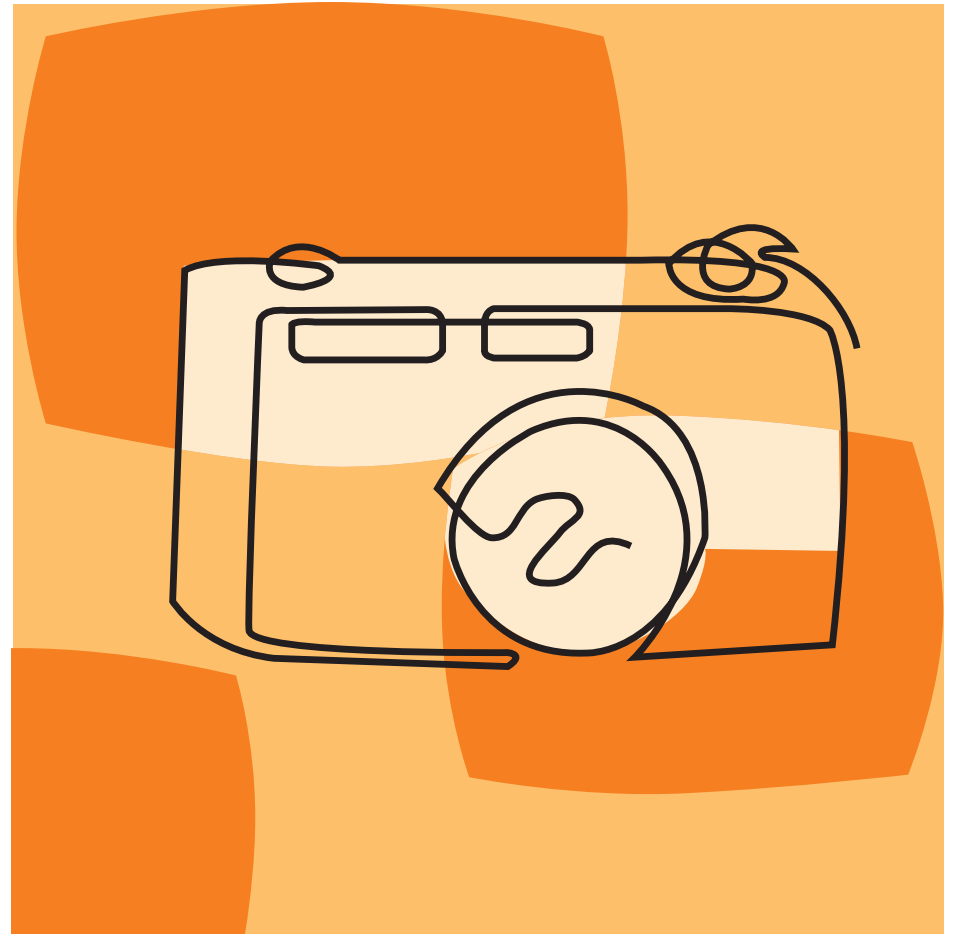
You will need to select 4 or 5 high-quality photos of children. Make sure your Optimist Club has written permission from the parents to use the photos. Photos should be 300 dpi or taken at high resolution (largest size possible) on a digital camera. Keep images in digital format for easiest brochure setup.

► Logos

If your Club has its own logo, make sure you have access to a high-resolution version of the logo. Other Optimist logos can be found on the Logos & Graphics page of the Optimist website at www.optimist.org. For more information about logos, see the logos tip sheet in the "How-to" folder of the Marketing/PR Kit CD.

► Text

What do you want to say about your Optimist Club? The opportunity to help "Bring Out the Best in Kids" will draw your prospective Member in. Focus on your Optimist Club's special projects that help children, but keep it brief and to the point.



Back Left

About Optimist International

Meeting the needs of young people in communities worldwide, Optimist Clubs have been "Bringing Out the Best in Kids" since 1919. Optimist Clubs conduct positive service projects aimed at providing a helping hand to youth. Club Members are best known in their communities for their upbeat attitudes. By believing in young people and empowering them to be the best they can, Optimist volunteers continually make this world a better place to live. There are 101,000 individual Members who belong to more than 3,200 autonomous Clubs. Optimists conduct 65,000 service projects each year, serving six million young people. Optimists also spend \$78 million on their communities annually.

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Fax: 314-371-6006

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St-Léonard, Qc H1R 1Z4
514-593-4401 or 800-363-7151
Fax: 514-721-1104

www.optimist.org

***Use This Text for
your brochure**

Back Middle

**Optional Photo of
Child/Children**

Club Contact Info

Each panel is 3 & 2/3"
or 3.66667"



Front

**Photo of
Child/Children**

Brochure Title



