

Flyer and Flyer Template Process

As of April 2020, flyer templates will no longer be produced as Word documents that managers maintain. They will be created as PDF template forms that staff can make basic changes to (instructions at the end of this sheet). Flyers can be found at **Y:/Marketing/Flyers**.

What if I need a new flyer?

Submit a ticket by sending an email to support@the-IC.org. In the subject line, type the flyer's name. In the body of the email, explain the following:

- **Who** you would like to attend the event/class/group?
- **What** is the event/class/group about? What will they get out of attending?
- **When** is the event/class/group taking place?
- **Where** is the event/class/group taking place?
- **Why** is this important?
- **How** is the event/class happening? Is there a cost or RSVP required?

Advertising your new flyer: After Marketing sends you the new flyer, please review it for any errors and reply with your approval. After your approval is received, it will be posted to **Y:/Marketing/Flyers** for people to print if needed. Marketing will also send an email to ALL OFFICE USERS to make staff aware of the new class/event so they can mention it to consumers if applicable.

If I submit a ticket for a new flyer, do I also need to request a flyer template?

It doesn't hurt to ask for one, but a flyer will automatically be created **IF** it falls into one of the following categories:

- It is for a class or support group.
- If we have been told that it will be a reoccurring event.

What if the flyer I need to edit does not have a PDF template form?

If the flyer does not have a PDF template form, submit a ticket to have one created. (Please do not use old Word templates.) We are working to update older flyers but if you need one faster, we can bump it up on the list. To submit a ticket, send an email to support@the-IC.org. In the subject line, type the flyer's name and "template creation." **Please note:** This **does not** require the five-week prior planning and we will turn it around fairly quickly. But if the flyer is needed in less than a week, contact Marketing to discuss.

What if the section I need to edit is not included in the form?

If the section of the form is not marked as a fillable section, submit a ticket to Marketing to make these changes. Send email to support@the-IC.org. In the subject line type the flyer's name and "content edit." Then in the body of the email describe the changes you would like made or, if you know how, attach the PDF with comments made within the document. **Please note:** This **does not** require the five-week prior planning but if the flyer is needed in less than a week please contact marketing to discuss.

What if I need to add additional information and the form does not provide space for it?

All additional information that does not fit should be submitted in a ticket to Marketing. Send an email to support@the-IC.org. In the subject line, type the flyer's name and "content edit." Then in the body of the email describe the changes you would like made or, if you know how, attach the PDF with comments made within the document.

How do I edit a PDF flyer template?

1. Go to Y:/Marketing/Flyers and open the flyer you wish to edit.
2. Red squares are required information; you cannot leave these blank. Blue squares are optional fields; these can be left blank if needed.
3. Click on the red or blue field that you wish to change and type in the new information. If it is a date, you can click on the arrow to choose the date from the provided calendar.
4. When you are done with your changes, please save the flyer. The **ONLY** reason you would ever hit "save as" and rename the flyer is if multiple events are going on simultaneously and the front desk would need to print multiple versions at the same time. In this is the case, please add the event date to the end of the flyer name to avoid confusion (for example, Y:/Marketing/Flyers/SupportGroup_April 8).
5. Print off flyers and distribute as needed.
6. Send front desk staff an email to let them know there is a new flyer to place at the front. Please do not do this yourself unless you have previously spoken to the front desk because flyers are meant to go in specific areas.
7. **If you are updating a flyer, it is your responsibility to send the flyer through email to ALL OFFICE USERS so that staff knows of the change and can advertise for you as needed. Letting staff know is to your benefit so please do so every time.**

Questions? For flyer process questions, template issues, or specific flyer questions, please contact Amber Carlton at ext. 190 or Nikki Stewart at ext. 128 or by email.