

# Promoting a School Organization



## Lesson Objectives

- 4 Understand the types of materials used in marketing.
- 4 Understand the general layout of a brochure.
- 4 Create a set of promotional materials using Publication by Design Wizards:
  - Create a brochure.
  - Create a letterhead and envelope.
  - Create a Thank You card.

You and your students, along with the environmental club, have chosen to help raise funds for the *Free Willy Keiko Foundation* in order to help maintain Keiko's environment. Promoting fundraising activities helps you tell people about students' involvement and progress. Starting with a Design Set, you'll create promotional materials for your fundraiser, all with a consistent look and feel, and then add a logo using the Logo Creation Wizard.

A brochure informs potential donors about the cause your students are promoting, when and where funds will be collected, and how they will be used. Letterhead and envelopes give your organization a polished look when sending informational letters to community members. Thank you cards inform donors of your appreciation for their help and can also update donors regarding your fundraising goal.

## Pre-publishing Activities

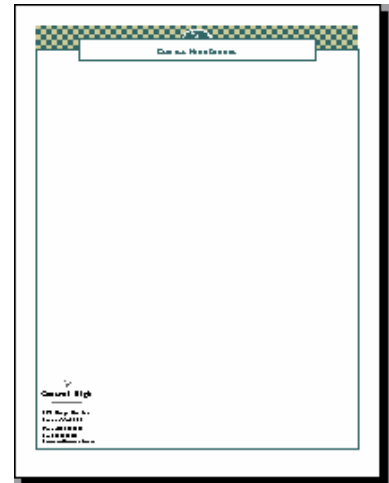
- Brainstorm student activities that could benefit from promotional materials. Encourage students to think about services they offer (baby-sitting, lawn care, or tutoring).
- Discuss the value of letterhead and brochures in marketing a product or service.
- Have students collect business cards, business stationery, and brochures. Discuss what makes pieces effective. How do the typography and the layout add to the visual interest?
- Discuss the difference between language used to inform and language used to persuade.
- Write a formal business letter informing local businesses of your upcoming fundraiser or asking for donated materials for a fundraising activity.
- Have students discuss how to plan the writing of their brochures. What message should be conveyed? How much space should they devote to informing people about Keiko and how much space should be dedicated to raising funds? What should the tone be? How can students best convey this through words and pictures?

- Determine appropriate visual images and words to create headlines and slogans.
- Use descriptive writing with the appropriate tone to create text for the brochure.
- Write the text for thank you cards.

## Use It!

### Creating your own stationery

In order to lend your student organization some credibility, use Publisher 2000 to create professional-looking stationery. Take advantage of Publisher 2000's power and flexibility to make stationery for communication with parents, colleagues, and businesses.



### *To use the Letterhead Wizard*

1. On the **File** Menu, click **New**.
2. Click the **Publications by Design** tab.
3. Under **Design Sets**, click **Master Sets** and then click **Marquee**.
4. In the right pane, click **Marquee Letterhead**.
5. Click **Start Wizard**, read the introduction and then click **Next**.
6. Under **Color Scheme**, click **Mist** and click **Next**.
7. Select the **Logo** option and then Click **Next**.
8. Under **Personal Information**, click **Other Organization** and then click **Finish**.

### *To save your letterhead*


1. On the **File** menu, click **Save**.
2. In the **File Name** box, type a name for your letterhead.
3. If necessary, switch to the drive and folder you want to save the letterhead in.
4. Click **Save** to save the file.

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## Using a Smart Object Wizard

Many of the design sets include Smart Objects. A Smart Object is an element of a publication – such as a logo, coupon, or calendar – that has a wizard associated with it. Just as you can use wizards to change publications that you select from the Catalog, you can use a Smart Object Wizard to change these special publication elements. The Marquee design set has a smart object. The logo is also a Smart Object.

### *To use a Smart Object Wizard*

5. Click anywhere on the stripes at the top of the letterhead. The Smart Object Wizard icon appears. 
6. Click the **Wizard** button. The **Marquee Creation Wizard** appears.
7. Click **Checkerboard** to select the checkerboard design.
8. Click the **X** in the upper-right corner of the **Marquee Creation Wizard** to exit the wizard.

### *To customize the logo on your letterhead*

1. Click anywhere on the logo in the lower-left corner of the letterhead. The **Logo Creation Wizard** appears.
2. In the wizard pane, click **New or Existing**.
3. In the bottom pane, click **Publisher-Created Logo**.
4. In the top wizard pane, click **Design**.
5. Under Design, click **Suspended Rectangle**.
6. In the wizard pane, click **Number of lines** and click whether you want one, two, or three lines of text combined with your logo.
7. In the text frame, type your school name and fundraising organization.
8. Double-click the graphic frame and insert a new graphic from the Insert Clip Art window.
9. On the **File** menu, click **Save** to save the changes you made.

## *To choose your own picture for a logo*

1. In the wizard pane, click **New or Existing**.
2. In the bottom pane, click **Picture File That I Already Have** and then click **Insert Picture**.
3. Locate your picture file and then click **OK**.
4. Close the Logo Creation Wizard.
5. On the **File** menu, click **Save** to save the changes you made.
6. On the **File** menu, click **Print** and follow the instructions in the print dialog.

## **Creating coordinating envelopes**

Create envelopes that match your letterhead and give your organization a more professional look. Use **Publications by Design** to find coordinating publication designs within one of the twenty master design sets.

## *To create coordinating envelopes*

1. On the **File** Menu, click **New**.
2. Click the **Publications by Design** tab.
3. Under Design Sets, click **Marquee**.
4. In the right pane, click **Marquee Envelope**.
5. Click **Start Wizard**.
6. Read the introduction and then click **Next**.
7. Under **Color Scheme**, click **Mist** and then click **Next**.
8. In the Size pane, click **#10** and then click **Next**.
9. Select the **Yes** option to include a logo and then click **Next**.
10. Under **Personal Information**, click **Other Organization** and then click **Finish**.
11. Modify the stripe and logo to look consistent with your letterhead.
12. In the **Mailing Address** frame, type the mailing address of the letter recipient. If you prefer to use Mail Merge, refer to the Office Assistant or see *Adding Names to your certificates with Mail Merge* in the "Publicizing a School Event" lesson in this guide.
13. Save the envelope.

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## Creating a brochure for your organization

With a well designed brochure, you can capture a potential customer's attention, heighten awareness of your fundraising efforts, and promote service, events or organizations. Publisher's Brochure Wizard makes it easy for you to create eye-catching designs you can customize.

Use this lesson to create a brochure outlining the goals of the organization for which you have chosen to raise funds in conjunction with the marine mammals unit.



### *To create a brochure with a wizard*

1. To display the Catalog on the screen, click **New** on the **File** menu.
2. Click the **Publications by Design** tab.
3. Under **Design Sets**, click **Marquee** and then click **Marquee Informational brochure**.
4. Read the introduction and then click **Next**.
5. Under **Color Scheme**, click **Mist** and then click **Next**.
6. In the Paper Size pane, click **Letter (8.5 x 11 in), 3 panels**, and then click **Next**.
7. Select the **Yes** option to include a placeholder for an address and then click **Next**.
8. Under **Form**, click **None** for attached forms and click **Next**.
9. Under Personal Information, click **Other Organization**.
10. Click **Finish**.
11. Save your brochure.

## Modifying your brochure

Now that you've created your brochure, use Publisher 2000 to customize your brochure with text and picture frames.

### *To modify your brochure*

1. On Page 1, click the text **Product/Service Information** in the right panel and type *Free Willy Keiko Foundation*. The rest of the right-hand panel text frames have the information from your Personal Information set. If you have not yet created a Personal Information set, refer to the Office Assistant or see the "Creating a Calendar" lesson in this guide to create one.
2. Click anywhere on the awning stripe and use the wizard to change the stripe to **Checkerboard**.
3. Double-click the Picture frame and replace the current graphic with a graphic you prefer.
4. In the left panel, click the **Back Panel Heading** text frame and replace the text with your own heading. Then, replace the text in the text frame below the heading.
5. Double-click the graphic frames and insert a new graphics from the Clip Gallery.
6. To go to the inside pages of the brochure, click the page icon with the number 2, which is at the bottom of the Publisher window.
7. Click and replace the text in the **Main Inside Heading** frame. Continue by replacing the text in the text frames on this page. Remember you can insert an existing text file, such as one that you've written in Microsoft Word, or type directly into the text frames. See *To insert an existing story* in the "Creating a Newsletter" lesson in this guide for more information.
8. Double-click the graphic frames and insert a new graphics from the Clip Gallery.
9. On the **File** menu, click **Save** to save the changes you made.
10. On the **File** menu, click **Print** and follow the instructions in the print dialog to print your brochure.

**Note:**

You may need to have the Publisher 2000 CD-ROM available in order to access much of the Clip Art.

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## Making a Thank You card

Thanking people who have made contributions to your organization is an important way to maintain good relations within your community. Contributors are much more likely to give again if they know how much you appreciated their initial contributions.



### *To create a Thank You card*

1. On the **File** menu, click **New**.
2. Click the **Publications by Design** tab.
3. Under **Design Sets**, click **Marquee** and then click **Marquee Thank You Card**.
4. Read the introduction and then click **Next**.
5. Under **Color Scheme**, click **Mist** and then click **Next**.
6. Click **Finish**.
7. Save the Thank You card.

### *To customize your Thank You card*

1. Click anywhere on the awning stripe and use the wizard to change the stripe to **Checkerboard**.
2. In the **Greeting Card Wizard** in the left pane, click **Suggested Verse** and then click **Browse**. The **Suggested Verse** dialog box appears.
3. Click one of the available messages. The front and inside messages appear in the right fields of the **Suggested Verse** dialog.
4. When you have found the message you want, click **OK**. You can also write your own message.
5. To go to the inside page of the card, click the page icon with the number 2, which is at the bottom of the Publisher window. You should see a page icon for each of the pages currently in your card.
6. Add text you want in the text box on page 2.
7. Check the rest of the card and make any changes you want.
8. Save the Thank You card.

## Personalize It

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You can add any logo to your publications. If you already have an electronic file of your school or organization logo, you can place it anywhere as a graphic. If you have a paper copy of your logo, you can scan the logo and place it in your publication. See the "Creating a Newsletter" lesson in this guide for more information about placing scanned images into your publications.

When you print your cards or brochures, use some of the specialty papers available at office supply stores. With colored stock and your black-and-white or color printer, it's easy to create professional-looking stationery.

You can even go back to the publications you have created and change the design, color scheme, logo, style, and purpose. Once you have created a design using a wizard, you can always use the wizard to redesign a publication.

## More Ideas

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- Give students real-world experiences by involving students in the printing costs, paper choices, and all of the design elements.
- Brochures inform and persuade long after the initial meeting with someone in person. Both business cards and brochures create a professional image between school clubs and the community.
- As a faculty advisor for a student club, help the club create promotional materials for a membership campaign or club activity.
- Create a student-run business, complete with business cards, letterhead, and promotional flyers. Students can build organizational skills by promoting a babysitting or lawn care service or by baking brownies for students to eat at lunch. Give students different responsibilities based on the business needs, just like a real business would.
- Create brochures for concerts or plays that let community members know who is participating, the preparations involved, the highlights, and cost of the production.
- Encourage students to team up with non-profit, charity, or community organizations to promote a drive or event.
- Use the **Publications by Design** tab to create business cards and flyers for your fundraiser that have the same look and feel as the publications you have already created.
- Organize a canned food drive, coats for kids, books for the public library, or other service activity. Create promotional materials that advertise and inform.