

Publicizing an Event



Lesson Objectives

- 4 Use the Postcard Wizard to create an invitation appropriate for an event.
- 4 Create an achievement certificate for special donors.
- 4 Use the Mail Merge feature to generate the names for the certificates.
- 4 Create a catalog.
- 4 Create, print, and assemble your banner.
- 4 Publish your invitation on the Web.

School events provide an opportunity for students to practice organization and leadership. Most students will be involved with fundraising at some point in their schooling and a well-publicized fundraising event can guarantee a good turn out. To have a successful fundraising event, it should also be fun and interesting for students. With Publisher 2000, you can combine your creativity with Publisher's preinstalled wizards to create dynamic materials to publicize your fundraising event.

In this lesson, you'll use Publisher 2000 to create a postcard invitation, a certificate, a catalog, and a banner to promote your fundraising event for the *Free Willy Keiko Foundation*, and then publish your invitation on the Web. In the classroom, you can use this lesson to focus on how to define key messages with clear intent and appropriate information.

Pre-publishing Activities

- Plan a fundraising event, such as a spaghetti dinner with entertainment and a silent auction. Maximize student involvement by assigning tasks such as organizing committees for food, auction items, entertainment, venue, and publicity.
- Discuss the purpose and importance of awards in relation to the fundraising event you are planning.
- Create a guest list of individuals from the community who will be invited to the fundraising event. Include mailing addresses.
- Discuss the importance of theme and tone in your publications.
- Write the text for an invitation, including the event, time, place, and date.
- Decide who has earned a certificate of recognition for their contribution to the fundraising event and write the text for the certificate.
- Solicit donations for a silent auction, write descriptions, take photos of the items for a catalog, and scan the photos into the computer.
- Choose a slogan for your fundraising event to place on a banner.

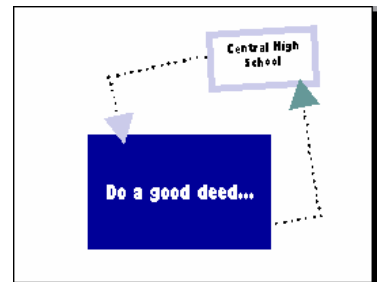
Use It!

This lesson walks you through the procedures for creating materials to publicize an event. You'll use Publications by Design to create several publications from the same Design Set to maintain a consistent look for all the publication types. You can also refer to the *More Ideas* section of this lesson for additional ways to use the Publication by Design Wizards.

Creating a fundraiser invitation

A good invitation sets the tone for an event: it can be fancy, plain, humorous, or any other way you want it to be. If you haven't installed the Invitation Cards Wizard, you'll need to insert the Publisher 2000 CD-ROM into the CD-ROM drive.

Some of the wizards, such as the Thank You Card Wizard, are not automatically installed when you first installed Publisher 2000. If the Thank You Card Wizard is not installed when you try the below steps, you will need access to the Publisher 2000 CD-ROM to complete these steps.



To create an invitation

1. On the **File** menu, click **New**.
2. Click the **Publications by Wizard** tab.
3. In the Wizard pane, click **Invitation Cards** and then click **Fund-raiser invitation**.
4. In the right pane double-click **Mobile Fund-raiser Invitation**.
5. Click **Start Wizard**.
6. Read the introduction and then click **Next**.
7. Under Color Scheme, click **Waterfall** and then click **Next**.
8. Click **Browse**. In the **Suggested Verse** dialog select the **Do a Good Deed** message, and then click **OK**. Click **Next**.
9. Click **Other Organization** and then click **Finish**.
10. On the **File** menu, click **Save**.
11. In the **File Name** box, type a name for your postcard.
12. If necessary, switch to the drive and folder you want to save the invitation in.
13. Click **Save** to save the file.

Customizing your invitation

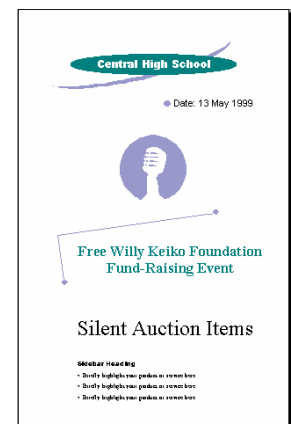
Now that you have created your invitation, you can use the text frames to customize your invitation. Be sure to include all of the relevant information for your fundraising event, such as the time, place, and date.

To customize your invitation

1. To go to the inside page of the invitation, 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 invitation.
2. On page 2, click the Fund-raiser Title text frame at the top of the invitation.
3. Select the text and then type *Free Willy Keiko Foundation Fundraiser*.
4. In the upper portion of the center text frame, type a brief description of the fundraising event that explains why it is important.
5. Replace "Contact Person" with the name of your contact person and replace 555-555-5555 with a contact phone number.
6. In the Date and Time frames, type the date and time you have arranged for your fundraising event.
7. In the lower part of the center text frame, give directions to the event location.
8. The information on the back is inserted as part of the 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.
9. On the **File** menu, click **Save** to save the changes you have made.

Creating a Catalog

A catalog is a great way to show potential customers the products and services you have to offer. Use the Catalog wizard to create an eye-catching publication that will let you show participants what they can bid on for a silent auction. Also, learn how to prepare a publication to go to a commercial printing service or to take to a copy shop for printing. (If you want to print a large quantity of catalogs in 4-color, you may find it more economical to use a commercial printing service. Check with your printer or copy shop for more information.)



To create a catalog

1. On the **File** menu, click **New**.
2. Click the **Publications by Wizard** tab.
3. In the Wizard pane, click **Catalogs**.
4. In the right pane click **Arcs Catalog**.
5. Click **Start Wizard**.
6. Read the introduction and then click **Next**.
7. Under **Color Scheme**, click **Glacier** and then click **Next**.
8. Click **No** for the customer's address and then click **Next**.
9. Click **Other Organization** and then click **Finish**.
10. On the **File** menu, click **Save**.
11. In the **File Name** box, type a name for your catalog.
12. If necessary, switch to the drive and folder you want to save the catalog in.
13. Click **Save** to save the file.

To customize your catalog

1. In the **Date** text frame, type in the date of the fundraiser.
2. In the **Catalog Title** text frame, type in *Free Willy Keiko Foundation Fundraising Event*.
3. In the **Catalog Subtitle** text frame, type in *Silent Auction Items*.
4. In the **Sidebar Heading** text frame, type in the benefits of donating.
5. Double-click anywhere in the **Picture** frame and insert a new graphic.
6. To go to page 2 of the catalog, 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 catalog.
7. In the Catalog Wizard pane on the left side of the screen, click **Inside Page Content**. A list of page layout types appears in the lower-left pane.
8. Click **One column, all text**. You can then insert text on page 2 explaining why your organization has chosen to have the fundraising event and where the proceeds will go. To create the Table of Contents for your brochure, you may want to come back to page 3 after you have inserted the rest of the catalog content so you know which page each entry is on.
9. To go to page 4 of the catalog, click the page icon with the number 4, which is found at the bottom of the Publisher window.

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10. In the Catalog Wizard pane on the left side of the screen, click **Inside Page Content**.
 11. Click **Four items, aligned pictures**.
 12. Click the arrow next to **Left Inside Page** in the lower-left pane and then click **Right Inside Page**.
 13. Click **Four items, aligned pictures**.
 14. On page 4, right-click in the first Picture frame, choose **Change Picture**, then choose **Picture**, and then choose **From File**.
 15. Find the appropriate picture file, select it and then click **Insert**.
 16. Repeat steps 14 and 15 for the remaining Picture frames on pages 4 and 5.
 17. In the Text frame next to each picture, insert a description of that item. In the text frame below, insert the number associated with that item.
 18. Repeat steps 9 through 16 for pages 6 and 7.
 19. Return to page 2 and insert the item names and page numbers in the Table of Contents.
 20. The rest of the text frames on page 8 contain 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.

To add extra pages

1. Go to the page after which you would like to add pages.
2. On the **Insert** menu, click **Page**. The **Insert Page** dialog box appears.
3. In the left-hand page drop-down box, select a page layout. A preview of the layout appears below the drop-down box.
4. In the right-hand page drop-down box, select a page layout. A preview of the layout appears below the drop-down box.
5. Click **OK**.

To delete extra pages

1. Go to the page you would like to delete.
2. On the **Edit** menu, click **Delete Page**.
3. Click **Both pages**, **Right page only**, or **Left page only**.
4. Click **OK**.

To print your catalog

1. Make sure you have saved your publication and that you have inserted a disk in your floppy disk or zip disk drive.
2. On the **File** menu, choose **Pack and Go** and then click **Take to a Commercial Printing Service** or **Take to Another Computer**. The **Pack and Go Wizard** dialog box appears.
3. Read the introduction and then click **Next**.
4. Select the location for the packed publication (usually A:/ for a floppy disk or D:/ for a zip disk) and then click **Next**.
5. To include fonts and graphics in the packed publication, make sure to select the correct check boxes and then click **Next**. Normally, you will choose the default settings.
6. Read the information you have selected. If for any reason you need to change any of the selections, click **Back** to return to the selection and change your selection.
7. To save your publication to a disk to take to a printer, click **Finish**.

Creating and customizing a banner

Let Publisher 2000's Banner Wizard help you create a colorful banner to publicize your fundraising activities or to decorate for dances, dinners, parties, ceremonies, and other events.



To create a banner

1. On the **File** menu, click **New**.
2. Click the **Publication by Wizard** tab, click **Banners**, and then click **Informational**.
3. In the right pane, click **Checked Frame Banner**.
4. Click **Start Wizard**.
5. Read the introduction and then click **Next**.
6. Click **10 feet** and then click **Next**.
7. Click **11 inches** and then click **Next**.
8. Click **Both Sides** and then click **Next**.

9. Click **Yes** to include a border and then click **Finish**.
10. On the **File** menu, click **Save**.
11. In the **File Name** box, type a name for your banner.
12. If necessary, switch to the drive and folder you want to save the banner in.
13. Click **Save** to save the file.

To customize your banner

1. Click the Your Text Here text frame and then type *Free Willy Keiko Foundation Fund-raising Dinner*.
2. Double-click one of the Picture frames.
3. Replace the graphic with a graphic appropriate to the banner.
4. Repeat steps 2 and 3 for the other Picture frame.
5. On the banner **File** menu, click **Save** to save the changes you have made to your banner.

To print your banner

1. On the **File** menu, click **Print**.
2. Click **Tile Printing Options**.
3. Click **Cancel**.
4. Make sure at least 18 sheets of paper are loaded in your printer.
5. Click **OK** to print your banner.
6. To assemble the banner, place the printed sheets end to end, overlapping the edges of each sheet 0.25 inches. Then, glue or tape the pages together to create the banner. For more information on printing your banner, ask the Office Assistant "How can I assemble a banner?"

Creating a certificate

Publisher 2000 can help you create framable certificates of achievement you can display in your classroom. You can also create certificates for students and members of the community to acknowledge their contributions to your fundraising efforts.



To create a certificate

1. On the **File** menu, click **New**.
2. Click the **Publications by Wizard** tab, click **Award Certificates**, and then click **Plain Paper**.
3. In the right window pane, click **Certificate of Appreciation**.
4. Click **Start Wizard**.
5. Read the introduction and then click **Next**.
6. Under Color Scheme, click **Iris** and then click **Next**.
7. Click **Other Organization** and then click **Finish**.
8. On the **File** menu, click **Save**.
9. In the **File Name** box, type a name for your certificate.
10. If necessary, switch to the drive and folder in which you want to save the certificate.
11. Click **Save** to save the file.

Customizing your certificate

Now that you've created the general layout for your certificate, you are ready to add your personal touch. This version of the certificate uses plain paper with shades of color for emphasis.

To customize your certificate

1. Click **Name of Recipient** and type the name of the person who will receive the certificate. You can also merge names from your address list or existing database using the instructions below. The rest of the text frames on the certificate contain 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.
2. On the **File** menu, click **Save** to save the changes you have made.
3. On the **File** menu, click **Print** and follow the instructions in the print dialog to print your certificate.

Adding Names to your certificates with Mail Merge

You can also choose to use Mail Merge to add names to a group of certificates. Using a name list you create in Publisher (see below) or using an existing database created in Microsoft Works, Excel, or Access, you can use Mail Merge with your publication.

Some features, such as Mail Merge, were not automatically installed when you first installed Publisher 2000. If Mail Merge does not work when you try the steps below, you will need access to the Publisher 2000 CD-ROM to complete these steps.

To create a list in Publisher (optional)

1. On the **Mail Merge** menu, click **Open Data Source**.
2. Click **Create an address list in Publisher**.
3. Type the name and address information in the **Enter Address Information** field. You can leave fields blank. You may need to scroll down the list to fill in all pertinent information.
4. Click **New Entry** to save the name and address information as an entry. Empty fields appear for the next entry.
5. Continue to add address information and save it by clicking **New Entry**.
6. When you have added all the names and addresses for your project, click **Close**. The **Save As** dialog box appears.
7. In the **File Name** field, type a name for your list.
8. If necessary, switch to the drive and folder in which you want to save the address list.
9. Click **Save** to save the file and create the list. A dialog appears asking if you want to merge the information from this list now.
10. If you want to continue, click **Yes**. The **Insert Fields** dialog box appears.

To add addresses to your publication

1. Go to page 1 of your publication.
2. In the **Name of Recipient** text box, click to the left of the "D" in the word "Do."
3. If you are using the list you just created, go to the next step.
-Or-
If you are using a list from another data source, on the **Mail Merge** menu, click **Open Data Source** and select a source from the options.
4. In the **Insert Fields** dialog box, click the **First Name** field.
5. Click **Insert**. Publisher inserts placeholder text ("Name") called a field code into the selected text frame.
6. Click **Close**.
7. Type a comma and press ENTER. You would repeat the above steps if you were merging additional fields, such as for an address label or envelope. You can move, copy, or format the field codes just as you would regular text. If you need to change a field code, you must edit it within the data source or Publisher address list.

8. On the **Mail Merge** menu, click **Merge**. Field codes are replaced by information from the first entry of your data source. In the **Preview Data** dialog box, use the navigation buttons or type in an entry number to see what other entries look like in your publication.

Your publication is ready to print.

9. On the **File** menu, click **Save** to save the changes you made.
10. On the **File** menu, click **Print Merge** and follow the instructions in the print dialog to print your publication.

Personalize It

Paper Direct papers have preprinted designs for certificates. Create special certificates of appreciation using one of the several Paper Direct designs included in Publisher 2000. You'll find several Paper Direct certificate types in the Special Paper section of Award Certificates in the **Publications by Wizard** tab of Publisher 2000. Then, you can print these certificates on special papers available from your office supply store.

More Ideas

- Plan an event to honor a graduate of your school who has contributed significantly to the community.
- Have a classroom graduation, complete with certificates of graduation and invitations to parents to attend the function.
- Use tickets, banners, and awards for a spelling bee, geography quiz, or other class event.
- Use invitations to invite alumni, parents, and community leaders to important school events.
- Have students create certificates for Mother's Day, Father's Day, Birthdays, or milestones they achieve.
- Schedule one day a month to give time for students to present Certificates of Appreciation to each other and to their teachers.