



AUGUST 21, 2018

# PRINT MATERIALS

THAT GET **RESULTS**

# TODAY'S AGENDA



SCIENCE LESSON



BACK TO BASICS



SPREADING AWARENESS



MEASURING SUCCESS

---

# EARLY BIRD REGISTRATION IS EXTENDED!

**\$50 off the full-price conference registration**  
Register by **August 31** to save!

## LEADING THE WAY

2018 *Housing Matters!* Conference

October 25 & 26 | Bloomington, IL



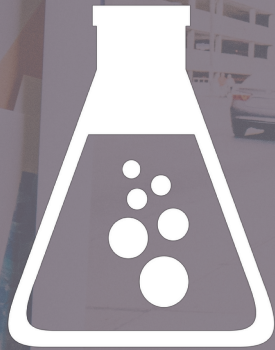
---

# MEET THE PRESENTER

TIMM KRUEGER | COMMUNICATIONS & MARKETING CONSULTANT



- HOUSING ACTION ILLINOIS
- SMITHBUCKLIN
- PEORIA HOUSING AUTHORITY
- S&S PROPERTY MANAGEMENT



# SCIENCE LESSON

# POLL: WHICH FLYER IS MORE APPEALING TO YOU?

**A**



**Catholics for Housing, Inc.**  
in collaboration with  
First Home Alliance

**FREE  
HOUSING COUNSELING  
Workshops**

Monday, April 13, 2015 8:30 a.m. - 11:00 a.m.  
Thursday, April 23, 2015 6:00 p.m. - 9:00 p.m.  
15941 Donald Curtis Drive  
Woodbridge, VA 22191

Wednesday, April 15, 2015 9:00 a.m. - 12:00 p.m.  
Monday, April 20, 2015 - 6:00 p.m. - 9:00 p.m.  
SERVE  
10056 Dean Drive  
Manassas, VA 20110

\*\*\*\*\*

**Learn About:**

Credit Counseling	Personal Money Management
Being a Responsible Tenant	The ABC's of Homeownership

Advanced Registration Required  
Register on line at [www.cfhva.org](http://www.cfhva.org)  
or call for more information 703-221-4510

Sponsored by Open Door Housing Fund

Why is *this* more appealing?

Light Refreshments

**B**



CATHOLICS FOR HOUSING, INC.  
IN COLLABORATION WITH FIRST HOME ALLIANCE

**NEED HELP WITH YOUR  
HOUSING SITUATION?**  
**We can help.**

We're hosting four FREE housing counseling workshops, and you're invited! Come learn about money management, fixing your credit, and the ABC's of homeownership from our certified and trained staff.

Visit our website to  
learn more and register!  
[CFHVA.org](http://CFHVA.org) | 703.221.4510

---

<b>DR. AJ FERLAZZO BUILDING</b> 15941 DONALD CURTIS DRIVE WOODBIDGE, VA 22191 APRIL 13   9 AM - 12 PM APRIL 23   6 PM - 9 PM	<b>SERVE</b> 10056 DEAN DRIVE MANASSAS, VA 20110 APRIL 15   9 AM - 12 PM APRIL 20   6 PM - 9 PM
--	---



# POLL: WHICH FLYER IS MORE APPEALING TO YOU?

**B**

Why is *this* more appealing?

CATHOLICS FOR HOUSING, INC.  
IN COLLABORATION WITH FIRST HOME ALLIANCE

## NEED HELP WITH YOUR HOUSING SITUATION?

**We can help.**

We're hosting four FREE housing counseling workshops, and you're invited! Come learn about money management, fixing your credit, and the ABC's of homeownership from our certified and trained staff.

Visit our website to learn more and register!  
[CFHVA.org](http://CFHVA.org) | 703.221.4510

---

<b>DR. AJ FERLAZZO BUILDING</b> 15941 DONALD CURTIS DRIVE WOODBRIIDGE, VA 22191	<b>SERVE</b> 10056 DEAN DRIVE MANASSAS, VA 20110
APRIL 13   9 AM - 12 PM APRIL 23   6 PM - 9 PM	APRIL 15   9 AM - 12 PM APRIL 20   6 PM - 9 PM



# HUMANS HAVE SHORT ATTENTION SPANS

You have about **eight seconds** to get our attention

## Eye-catching

CATHOLICS FOR HOUSING, INC.  
IN COLLABORATION WITH FIRST HOME ALLIANCE

### NEED HELP WITH YOUR HOUSING SITUATION?

**We can help.**

We're hosting four FREE housing counseling workshops, and you're invited! Come learn about money management, fixing your credit, and the ABC's of homeownership from our certified and trained staff.

Visit our website to learn more and register!  
[CFHVA.org](http://CFHVA.org) | 703.221.4510

---

<b>DR. AJ FERLAZZO BUILDING</b> 15941 DONALD CURTIS DRIVE WOODBRIIDGE, VA 22191	<b>SERVE</b> 10056 DEAN DRIVE MANASSAS, VA 20110
APRIL 13   9 AM - 12 PM APRIL 23   6 PM - 9 PM	APRIL 15   9 AM - 12 PM APRIL 20   6 PM - 9 PM



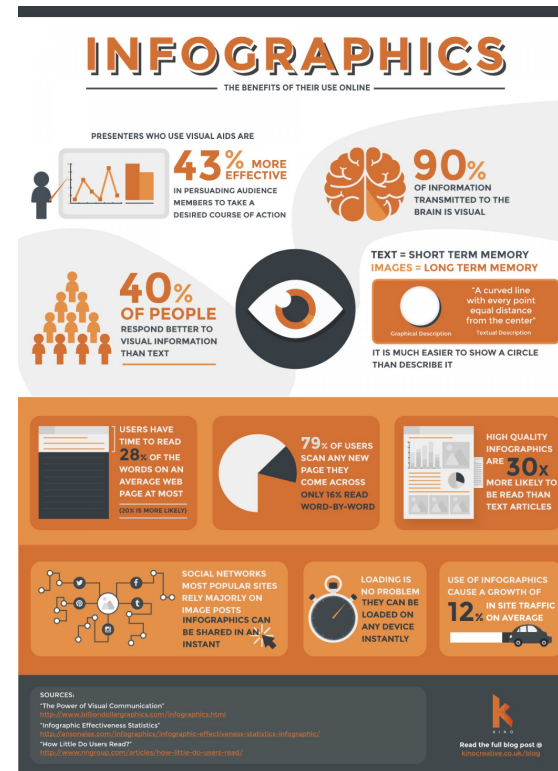
# THE BRAIN LOVES VISUALS

They're processed **60,000 times** faster than text

Eye-catching

Good use of color

Balanced



# THE BRAIN LOVES VISUALS...AND SIMPLICITY

Cognitive fluency » Ease, order, hierarchy

Eye-catching

Good use of color

Balanced



CATHOLICS FOR HOUSING, INC.  
IN COLLABORATION WITH FIRST HOME ALLIANCE

## NEED HELP WITH YOUR HOUSING SITUATION?

**We can help.**

We're hosting four FREE housing counseling workshops, and you're invited! Come learn about money management, fixing your credit, and the ABC's of homeownership from our certified and trained staff.

Visit our website to learn more and register!  
[CFHVA.org](http://CFHVA.org) | 703.221.4510

---

<b>DR. AJ FERLAZZO BUILDING</b> 15941 DONALD CURTIS DRIVE WOODBRIIDGE, VA 22191	<b>SERVE</b> 10056 DEAN DRIVE MANASSAS, VA 20110
APRIL 13   9 AM - 12 PM APRIL 23   6 PM - 9 PM	APRIL 15   9 AM - 12 PM APRIL 20   6 PM - 9 PM



# WHO'S EVER SEEN A MENU LIKE THIS?

## The science behind the design

### PASTAS

*Served with Garlic Cheese Bread*

-  Spaghetti Marinara...\$9.99
- Spaghetti Meatball...\$11.99
-  Spaghetti Veggieball...\$11.99
- Homemade Meat Lasagna...\$12.99
-  Penne Perugia...\$9.99  
*With Roasted Eggplant, Smoked Mozzarella, Fresh Tomato & Basil*
- Sausage & Peppers...\$10.99  
*Italian Sausage & Bell Pepper Medley in a Lightly Spiced Tomato Basil Sauce over Penne*
- Chicken Ravioli...\$12.99  
*With Porcini, Portabella & Button Mushroom in our Marsala Cream Sauce*
- Shrimp Pesto...\$14.99  
*With Kalamata Olive, Sun-Dried Tomato, Pine Nut & Feta in a Creamy Pesto Sauce over Penne*
- Wild Blackened Salmon...\$14.49  
*Artichoke & Sun-Dried Tomato Cream Sauce over Linguine, topped with Blackened Salmon*
- The Rigatoni...\$11.99  
*Meridians' Favorite with Chicken, Broccoli & Sun-Dried Tomato in our Savory Cream Sauce*
- Chicken Dijon...\$12.99  
*With Mushroom & Artichoke in a Dijon Cream Sauce over Penne*

 Vegetarian Dish

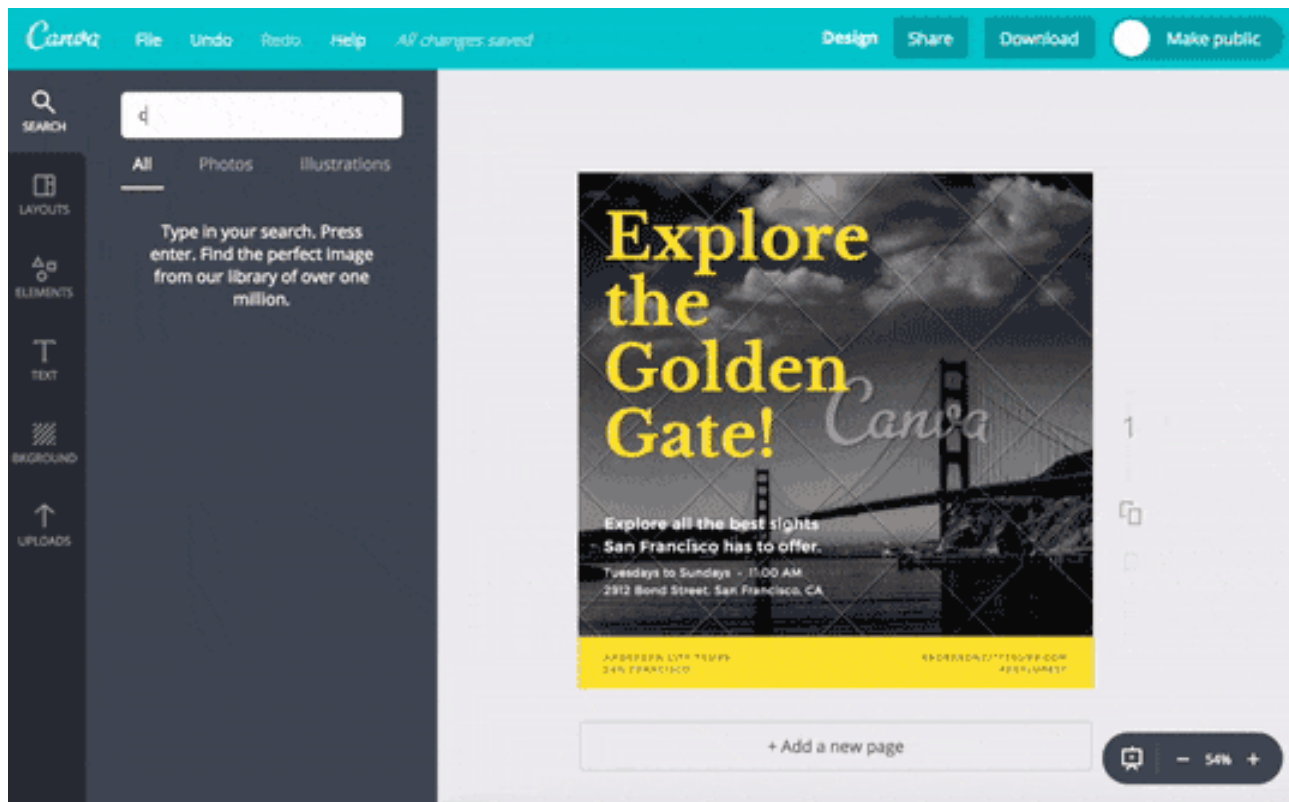
### GOURMET PIZZAS

*13 inch - 8 Slices*

-  Vegetarian...\$14.49  
*4 Cheeses, Onion, Olive, Bell Pepper, Mushroom & Tomato*
-  Italiana...\$10.49  
*4 Cheeses*
- El Yankee...\$11.49  
*The Perfect Pepperoni*
-  Roman...\$14.99  
*Basil Pesto, Gorgonzola, Sun-Dried Tomato & Pine Nuts*
- Tropicana...\$11.99  
*4 Cheeses, Pineapple & Ham*
- Mexicali...\$14.99  
*Grilled Chicken, BBQ, 4 Cheeses, Bell Pepper Medley & Onion*
- La Pampa...\$13.99  
*4 Cheeses, Ham & Hearts of Palm with Aioli*
- Mediterranean...\$14.99  
*Grilled Chicken, 4 Cheeses, Our Fire-Roasted Pepper Sauce, Bell Pepper Medley & Onion*
- Custom Pizza...\$10.49  
*Start with our 4 Cheese*



 **TIP: Tools like PowerPoint or Canva are more powerful and *easier to use* than Word or Publisher**





# BACK TO BASICS

# BRAND CONSISTENCY

Your organization's visual signature



**RESOURCE:** Style Guide Template

- Why be consistent?
  - Humans crave it
  - Strong brand voice » more effective marketing in the future
- How do you do it?

# BRAND CONSISTENCY

Who *benefits* from the  
Creation of a Style Guide?



**New employees** have a general idea about the brand but don't understand the technical aspects of how it should be used.



**External contractors** need to learn about your brand quickly, so they can match your tone and create work that represents your brand well.

# BRAND CONSISTENCY

Your organization's visual signature



- What goes in here?
  - Brand colors
  - Fonts
  - Logo usage
  - Tone of voice
  - Mission/vision
  - Consistent language



**RESOURCE:** Style Guide Template



Images are made up of tiny dots called **pixels**

Three black circles of increasing size illustrating different DPI levels:

- 10dpi (smallest, most pixelated)
- 72dpi (medium)
- 300dpi (largest, smooth)



# IMAGES

Images are made up of tiny dots called **pixels**



# IMAGES

Add **authenticity** to your work – use real photos!



**TIP:** Real images make people 35% more likely to respond to your CTA than stock photos



# SPREADING AWARENESS

# COMPOSING CONTENT

## STEP ONE

### CREATE A CONTENT STRATEGY

- How will this be used?
- How often will we need it?

# WHAT'S YOUR GOAL?

## Promoting events and workshops

- Length: short
- Ideas: flyer, postcard
- Content: info might change
- Should look good in B&W
- Your goal: catch their attention!



# WHAT'S YOUR GOAL?

## Promoting events and workshops



**TIP:** Go single-sided if you're putting them on bulletin boards



# WHAT'S YOUR GOAL?

## Promoting events and workshops

 **TIP:** Go double-sided if you're handing them out **in-person**



# WHAT'S YOUR GOAL?

Promoting events and workshops



 **TIP: If you can't print in color, use thick icons, bold fonts, and print on colored paper**

# WHAT'S YOUR GOAL?

Information about your organization and services

## INFORMATIONAL

- Length: longer
- Ideas: brochure, booklet
- Content: info won't change
- Invest – use a real printer!
- Your goal: be persuasive!

## WHAT TO INCLUDE

- Program description
- Who it's for
- How it can help them
- Who its helped before
- Where they can sign up

# COMPOSING CONTENT

## STEP TWO

### ORGANIZE AND PRIORITIZE

- What is essential?
- What's just taking up space?



SEARCH



LAYOUTS



ELEMENTS



TEXT



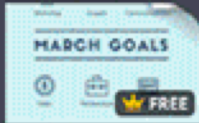
BACKGROUND



UPLOADS

Search 1,000,000 images...

Canva layouts **NEW**



+ Add a new page

# COMPOSING CONTENT

## STEP THREE

### MAKE YOUR PURPOSE CLEAR

- Don't bury the lead
- Tell them what they need to know

# DIRECT MAIL CAMPAIGNS

Stand out in the mailbox

**Beware – some reports suggest that just 3.4% of recipients respond to direct mail**

- **Make it interactive**
- **Be bold – grab their attention**
- **Clear call-to-action**



# CONTENT STRATEGY



# THREE AUDIENCES

## PROSPECTIVE

### FRIENDS YOU HAVEN'T MET YET

- Require more initial information
- Use your elevator pitch

## EXISTING

### AFTER THE ASK

- Thank them
- Update them, then ask again

## LAPSED

### LONG LOST RELATIVES

- Remind them of who you are
- Remind them how they helped the community

# WHAT'S YOUR GOAL?

## INDIVIDUAL GIVING

Shorter  
Think: postcard or  
up to two pages  
Bonus: remittance  
envelopes

Hi-res images  
Tell a story  
Demonstrate your  
impact  
Tell them how they  
can help – don't  
assume they know

## INSTITUTIONAL FUNDERS

Longer –  
Up to eight pages  
Think: annual report,  
bi-fold booklet

 **NOW TRENDING**



 **NOW TRENDING**



The image displays two versions of the WCSAP 2012 Annual Report. On the left is a colorful infographic with a central white circle containing the text "WCSAP ANNUAL REPORT". Surrounding this are four green arrow-shaped segments pointing outwards, each containing a statistic: "12 Innovative Projects", "1460 Advocates Trained", "127 Members", and "83 Bills Tracked". The infographic also features silhouettes of diverse people and the year "2012" in two locations, along with the website "www.wcsap.org". On the right is the front cover of the report, which is teal and white. It includes the WCSAP logo, contact information, a QR code, and a brief description of the report's content.

**WCSAP**  
Washington Coalition of  
Sexual Assault Programs

WCSAP  
4317 6th Ave SE, Suite 102  
Olympia, WA 98503  
(360) 704-7583  
(360) 209-8300 TTY  
(360) 786-8707 FAX  
[www.wcsap.org](http://www.wcsap.org)

**2012 ANNUAL REPORT**  
You can learn about WCSAP's mission, Board of Directors, finances, membership, training and technical assistance, projects, and policy work in our full Annual Report.

Read the WCSAP Annual Report:  
<http://www.wcsap.org/annual-report>

**WCSAP** works to support agencies across the state in responding to and preventing sexual violence, as well as advocates for public policy changes to support survivors. You can help end sexual violence in our communities too by supporting our work.

**Donate or Become a Member:**  
<http://www.wcsap.org/support-our-work>

12 Innovative Projects

1460 Advocates Trained

127 Members

83 Bills Tracked

WCSAP ANNUAL REPORT

2012

2012

[www.wcsap.org](http://www.wcsap.org)

## REMEMBER THIS?

### The anatomy of *good* print collateral

Eye-catching

Good use of color

Balanced

Proof read!



# PROOFREADING

The devil is in the details



 **TIP: Measure twice, cut once – always proofread before you send your piece to print**



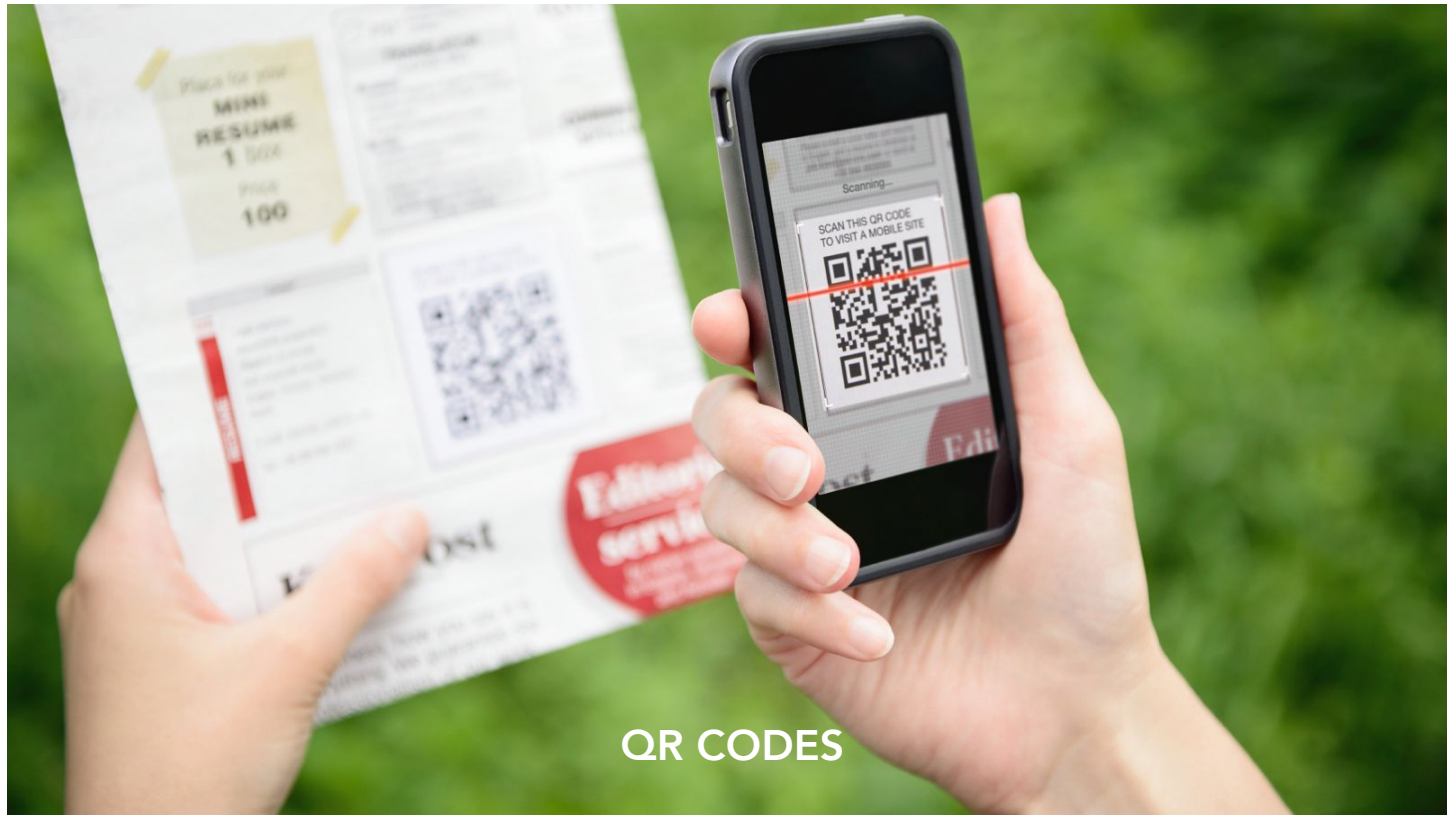
# MEASURING SUCCESS



# TRACKING THINGS YOU CAN'T CLICK

1. Quantity
2. Demographics
3. When did you send it?

# TRACKING THINGS YOU CAN'T CLICK



QR CODES

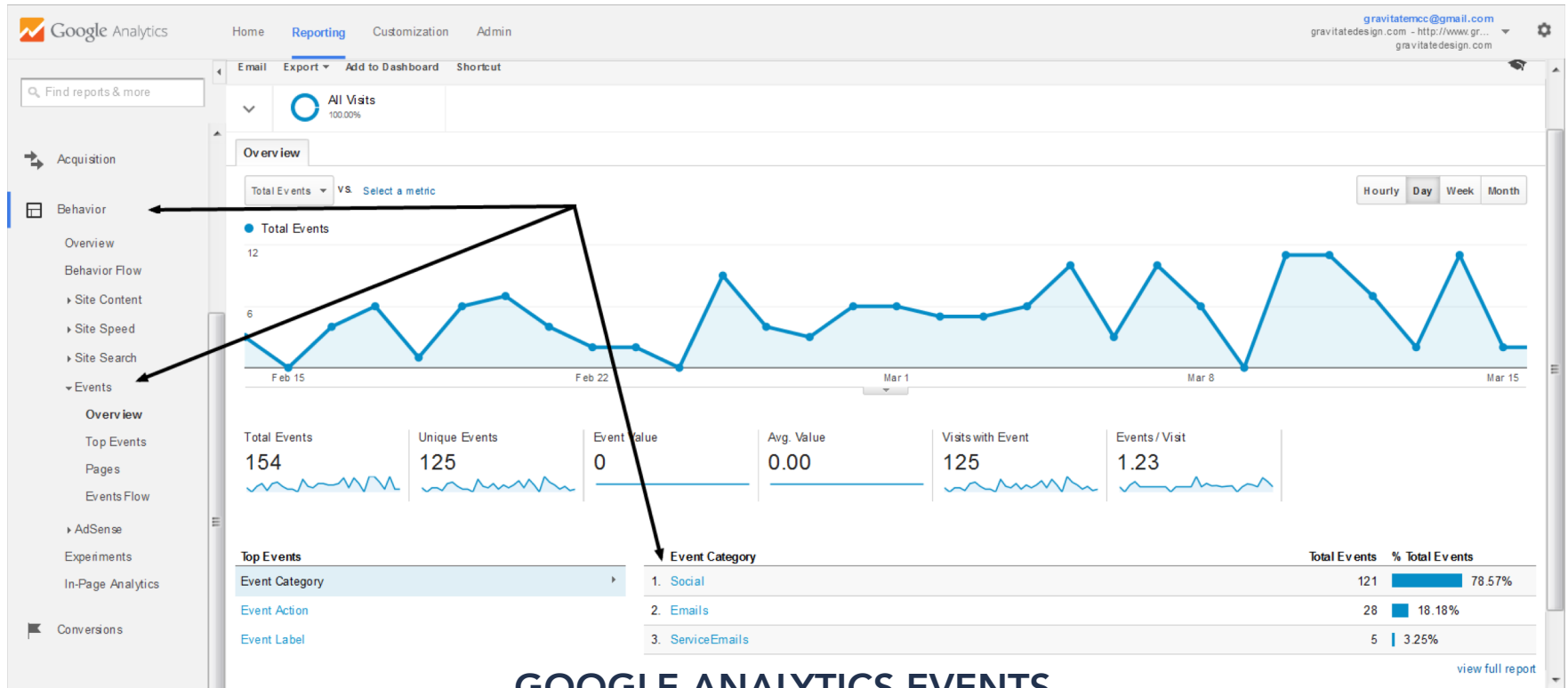
# TRACKING THINGS YOU CAN'T CLICK



# TRACKING THINGS YOU CAN'T CLICK



# TRACKING THINGS YOU CAN'T CLICK



GOOGLE ANALYTICS EVENTS



---

# THANK YOU

[Timm@HousingActionIL.org](mailto:Timm@HousingActionIL.org)

PRESENTATION BY TIMM KRUEGER | HOUSING ACTION ILLINOIS