

# CREATING A BROCHURE

A brochure can be a great way to advertise your park and expand your volunteer base. By showcasing the history of your park, its natural features, and/or its recreational opportunities, you can educate people in your community about how valuable your park is, and encourage them to volunteer. A brochure is also a great way to showcase your group and its activities. Published material can be excellent attachments to grant applications, and useful for showing your group's commitment when meeting with government officials.

## **BROCHURE COMPONENTS:**

### **1. Choose your target audience and distribution methods.**

- ✓ This step is important because it will determine the style, content, and scope of the brochure.
- ✓ Are you trying to educate the general public about your park? Reach out to people who have come to your events? Bring more children or elderly into the park? Are you interested in covering the park's history, its natural features, its facilities?
- ✓ When you decide all this you'll be better able to make decisions about the size, shape, and layout of the brochure, whether you need photos or drawings, several colors, etc., and how many copies you want to print. This will all be very important information for Step 2:

### **2. Find a printer.**

- ✓ Depending on the scope of your project, you may be able to photocopy your brochure on nice paper and never have to deal with printers.
- ✓ If you want to include photographs or multiple colors, a printer is your best bet.
- ✓ A list of printers we recommend is attached.

### **3. Design the brochure.**

- ✓ If someone in your group has a knack for design and layout, they will be your best resource on this step.
- ✓ Look at other brochures (for example, the *Partnerships* "Parks in Print" series) for ideas on what makes a good brochure.
- ✓ Catchy graphics, simple text, and bold headings all help to make a brochure easier to read and engaging to look at. Some basics to consider in design are:
  - ▶ Type of paper—heavy stock, regular white, flecked, etc.
  - ▶ Size of paper
  - ▶ Number of folds—two, three or four
- ✓ If no one in your group is or knows a designer, you may want to hire one. The designer ultimately oversees the whole production process, deals with the printer, etc., so it's important that someone take over that role.
- ✓ Hired designers bill by the hour, anywhere between \$25 to \$100 per hour; often a community group can receive a discount. A simple brochure will take between 10 and 20 hours of a designer's time.

#### 4. Write the text.

- ✓ The amount of text in the brochure will depend on the design you have chosen, and the style will depend on the target audience you are trying to reach.
- ✓ If a member of your group has strong writing skills, they can be your writer. Some components of the text might be:
  - ▶ A history of the park (you can research this in borough libraries, at historical societies, or at the Parklands Office at Parks & Recreation)
  - ▶ A description of the park's natural features
  - ▶ A description of the park's recreational opportunities—playgrounds, pool, etc.
  - ▶ The goals of your group for improving the park
  - ▶ A call to action—encouraging volunteers to get involved

#### 5. Choose and obtain images.

- ✓ A brochure is much more reader-friendly when text is interspersed with images.
- ✓ These can be photographs, drawings or maps of the park. Some tips for getting images:
  - ▶ The photo archive at Parks & Recreation (212) 360-8410 has old photographs of city parks that can be used for a permission and reproduction fee.
  - ▶ You can also take photographs and scan them into a computer for printing, or use a digital camera.
  - ▶ If someone in your group is an artist, or knows an artist, you can include drawings of your park, such as an interesting or well-known architectural feature.
  - ▶ Maps can be a great addition to a brochure, especially if your park is large. However, unless you can find a pre-existing map of your park, or a professional mapmaker who is willing to make a map for free, they can also be expensive—between \$300 and \$3000, depending on the intricacy and number of features. The Parklands office and the Olmsted Center at Parks & Recreation both have map archives of city parks.

#### 6. Decide if you want to include a reply mailer.

- ✓ If the brochure is intended for outreach purposes, you may want to include a postcard that people can punch out and return to your group if they want to get involved.
- ✓ If you want the card to be postage-paid, you need to be a registered non-profit and apply for a bulk mailing permit from the post office—or affix stamps yourselves.
- ✓ **Even if you don't include a reply mailer in your brochure, be sure to print your group's phone number!** That way interested volunteers can contact you if they want to get involved.

#### 7. Proofread, proofread, proofread.

- ✓ After you send the brochure to the printer, any mistakes that the writer made will be very costly to correct. Have *at least* three pairs of eyes look at the brochure text to be sure there are no errors.

#### 8. Print the brochure.

- ✓ You can photocopy the brochure on nice-quality, heavy paper and spend very little money.
- ✓ If you are using a professional printer—which we advise if you want to use color—printing can be a fairly complicated process; you should allow at least two weeks between when you finish the design, content, and layout of the brochure and when you get the final printed copies.
- ✓ There are a number of steps involved in printing:

- ▶ Preparation. The printer needs to be given a mock-up of the brochure, with text, images, maps, etc. all laid out the way you want them to be in the final version. He or she also needs a memo listing the specs of the brochure (size, paper type, number of folds, number of copies, number of colors, etc.), and a computer disk containing:
  - 1) the brochure in PageMaker or whichever software program you choose;
  - 2) the map file (if there is one);
  - 3) the fonts to be used in the printing (copy from the Fonts folder on your computer);
  - 4) image files if the images are from a digital camera, or the original images if they need to be scanned (let the printer do the scanning, they have much better scanners)
- ▶ Request a blueprint of the brochure as well as a color match print (if you are using more than one color).
- ▶ Review Proofs. After the printer has given you a proof of the brochure, look *carefully* for misaligned text, improperly placed or sized images, or any other mistakes the printer might have made. Once any changes have been made, sign off on the proofs.
- ▶ Be on press. If possible, arrange to be present while the brochure is being printed. Then you can help the printer adjust the colors.
- ▶ Arrange for delivery. Your brochure is ready!

## **COSTS:**

All costs depend on the scope of your brochure—how many colors you use, how many copies you print. Following is a list of estimates of the costs entailed for a few different examples of brochure:

Item	Estimated cost
<b>4-color brochure</b> , printed on recycled stock, with 3 or 4 panels folding to a size that will fit in a standard business envelope (3.75 x 8.5")	5,000 Brochures - \$2,500 10,000 Brochures - \$3,000
<b>2-color calendar</b> , various sizes (8.5 x 14" or 11 x 17" are common for larger calendars)	10,000 Calendars \$1,500 - \$2,500
<b>4-color postcard calendar</b> , various sizes (4x6", 5x7" and 6x8" are common)	2500 cards - \$250-\$500 10,000: \$500 - \$1200
<b>Business Reply Card (BRC)</b> for brochure	\$400 - \$600
<b>Business Reply envelope</b> for reply card	\$500 - \$700
<b>Insertion of BRC/envelopes</b> (into brochures)	\$500 - \$750
<b>Photographer</b>	\$500 and up
<b>Writer</b>	\$350 - \$500
<b>Map</b>	\$500
<b>Delivery</b>	\$150