

CASE-FOR-SUPPORT BROCHURE



How to Develop

Design

Your brochure doesn't need to be outsourced. You can utilize a number of standard programs to design your own brochure from a template. Word, Publisher, even PowerPoint. Or partner with a graphic designer in your community and utilize InDesign or Quark.

Cover

Show photos of life going on in your parish or photos/graphics that help represent your theme. Don't forget your parish logo and the theme of the campaign.

Content

Tell your story through the theme lens. Maybe use:

- 3rd person narrative.
- the voice of a child who is thanking the parish for his future spiritual home.
- a collection of first person narratives from parishioners.

Response

Mailing lists: is it clean? A better list equals better communication — your best friend is your list. Include a return envelope with postage to return the pledge. Also have online pledging available as an option.

Quality

Strive for excellence. If the animal shelter is seeking a pledge from you, and they gave you an awfully designed brochure covered with 6 different fonts and clip art of cutesie little puppies and kitties, would you be inspired to write a big check? If it isn't up to your standards of excellence, go a different route.

Website

INVEST in your website; build in capabilities to allow interaction. More people will look through your website than will read your brochure.

Other Campaign Messaging

eNewsletters, Bulletin Inserts, Sermons, Verbal Announcements, Potty Posters, Banners, etc.



Notes: