

# THE TRIPLE-A FLYER

By Moshe ben Asher, Ph.D.

Flyers are to organizing as presentation is to cooking—they draw in the eyes and emotions to the rewards that are to follow.

For all of the technological advancements we've witnessed in community and congregational organizing over the past few decades—social networking immediately comes to mind, but computers generally are certainly high on the list—the venerable flyer (or “flier,” if you prefer) is still a staple of the work, even if more often communicated through a computer monitor than a traditional handbill.

Over the years I settled on a basic approach to flyer design, which I came to call the Triple-A Model. Triple-A refers to the three essential elements of the flyer and their relative sizes:

- *Attention*—The first objective for any flyer is to capture the attention of the intended audience. So the largest type/font size is used for this purpose.

For example, if the flyer is aimed to generate turnout for a meeting of individuals facing home foreclosure, the first line of the flyer—again, to get the attention of the intended audience—might read:

## **FACING HOME FORECLOSURE?!**

- *Agitation*—The second objective for any flyer is to motivate action by reminding the intended audience of injuries or injustices they've suffered, which is accomplished by re-playing some aspect(s) of their experience.

So the next lines of the flyer, scaled at about two-thirds of the type/font size of the first lines, might read:

- **Get Relief from High Interest Rates!**
- **Get Low-Cost Mortgage Refinancing!**
- **Help Stop the Bank Rip-offs!**
- **Get the Government on Your Side!**

- *Announcement*—The final objective of any flyer simply is to announce the details of the planned meeting or other event—the time, date, location, etc.

The announcement lines of the flyer are scaled at approximately two-thirds of the type/font size of the agitation section.

So the announcement section might read:

**Community Meeting**  
**Monday, February 23, 7:30 p.m.**  
**Emerson School Cafeteria**  
**1500 Wilson Street**  
**Call (323) 555-1212 for more info.**

The completed flyer might look something like this:

# **FACING HOME FORECLOSURE?!**

- **Get Relief from High Interest Rates!**
- **Get Low-Cost Mortgage Refinancing!**
- **Get the Government on Your Side!**
- **Help Stop the Bank Rip-Offs!**

**Community Meeting:  
Monday, February 23, 7:30 p.m.  
Emerson School Cafeteria  
1500 Wilson Street  
(323) 555-1212 for more info**

© 2012 Moshe ben Asher & Khulda bat Sarah

Click [here](#) for more community and congregational development and organizing tools.

*Help support the work of Gather the People with a tax-deductible donation by clicking [here!](#)*