**BASIC FLYER CHECKLIST**

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| --- | --- | --- | --- |
| **No.** | **Element** | **Description** | **Example** |
| 1 | Purpose | What | Retirement Celebration |
| 2 | Organizer/Recipient | Who, When, and Where | John Adams, |
| 3 | Date | When | April 31, 2016, |
| 4 | Time | When | 2-4pm, |
| 5 | Location | Where | Cafeteria |
| 6 | Reason | Why | Celebrate 100 years of service |
| 7 | Call to Action | How / When | RSVP BY Date/time |
| 8 | Tipping Point | Differentiator | Last chance to say goodbye and show our appreciation |
| 9 | Other Information |  | Light snacks and beverages provided. Reserved parking in Lot D. |

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| **No.** | **Element** | **Description** | Your Information |
| 1 | Purpose | What |  |
| 2 | Organizer/Recipient | Who, When, and Where |  |
| 3 | Date | When |  |
| 4 | Time | When |  |
| 5 | Location (Address, City, State, Zip Code) | Where |  |
| 6 | Reason | Why |  |
| 7 | Call to Action | How / When |  |
| 8 | Tipping Point  (Optional) | Differentiator |  |
| 9 | RSVP Information  (Name, Phone #  Email, website, and RSVP Date | Contact Information |  |
| 10 | Other Information (Sponsor, parking information, map, etc.) |  |  |

**Flyer Checklist**

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| --- | --- | --- |
| **No.** | **Element** | Your Information |
| 1 | Purpose |  |
| 2 | Organizer/Recipient |  |
| 3 | Date |  |
| 4 | Time |  |
| 5 | Location (Address, City, State, Zip Code) |  |
| 6 | Reason |  |
| 7 | Call to Action |  |
| 8 | Tipping Point  (Optional) |  |
| 9 | RSVP Information  (Name, Phone #  Email, website, and RSVP Date |  |
| 10 | Other Information (Sponsor, parking information, map, etc.) |  |