



Online IWLA Chapter Membership Brochure Templates

Izaak Walton League chapters are encouraged to produce their own chapter brochure and use it to market their chapter to potential new members and supporters in their community.

The League has **an online tool** that allows each chapter to easily customize and print high-quality, tri-fold brochures for membership marketing. This modern tool is available through an exclusive agreement between the League and the on-demand printing company Digital Lizard located in Hayden, Idaho (www.digitallizardprint.com / 866-494-6155).

- Any chapter can go online and use the League's templates to easily create brochures.
- The League will cover the cost to **print and ship** the first 100 brochures **FREE** for any chapter using this new online tool.

Note: This free offer is limited to the first 100 brochures per chapter, per calendar year. Chapters may order more than 100 brochures but will be responsible for the additional printing and shipping costs.

- The brochure contains recently revised text and basic background about the League.



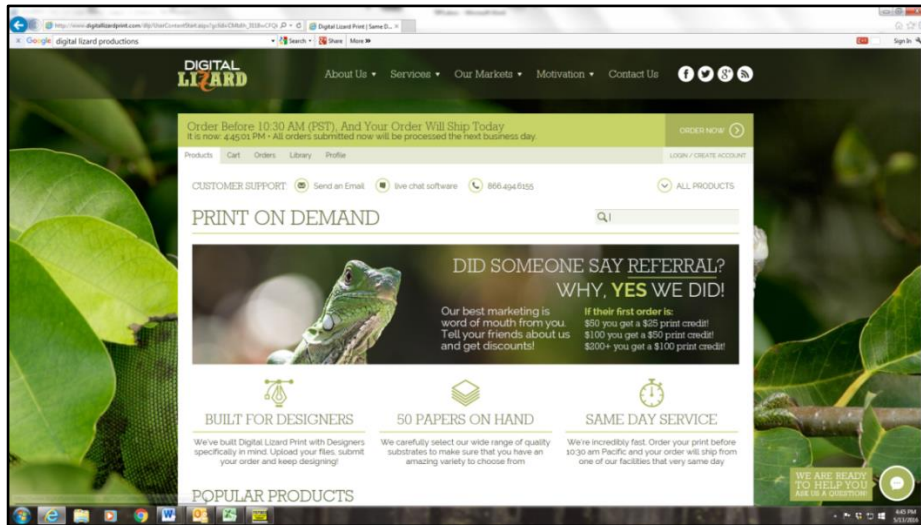
- In addition, there is a place for the chapter name on the cover and a section that can be customized; there is even room for an optional photo of your chapter and a membership application. Refer to the sample of the finished product (minus chapter customization).

Before You Start

Contact the IWLA national office via this special email brochures@iwla.org to get your chapter's discount code for your one-time, free 100 chapter brochures (limited to 100 per chapter per calendar year). A specific discount code will be returned promptly via email.

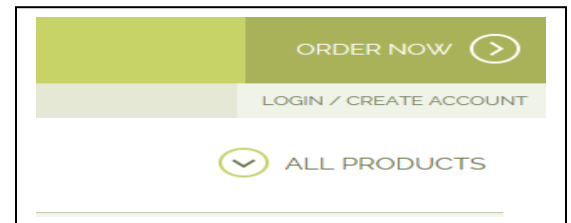
Let's Get Started!

1. The first step is to establish a unique, online account for your chapter at www.digitallizardprint.com.



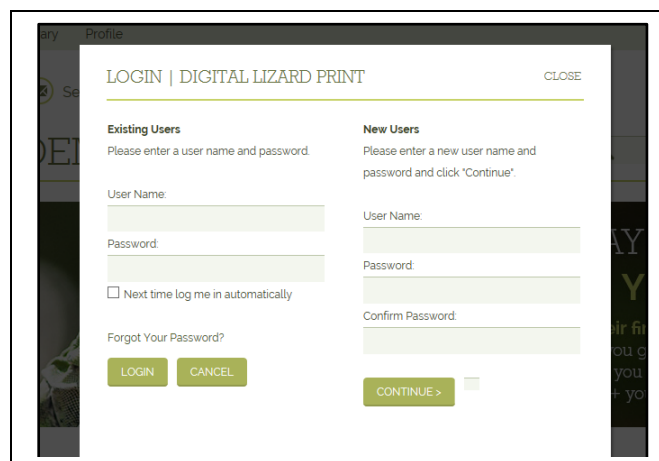
2. Navigate to upper right corner to:

LOGIN / CREATE ACCOUNT



3. Use your chapter's specific username and password to create a new account.

Tip → Your username and password are the same and is a combination of the letters **IWLA** [all in upper case], then a hyphen (-), then your chapter's division number, then another hyphen (-), and finally your chapter's number. For example: **IWLA-00-000**.



Note: You must continue to use the pre-assigned username and password each time your chapter logs in, designs brochures, and/or places an order.

4. Once you successfully set up your account, the **MORE PRODUCTS** screen will appear. Click on the Izaak Walton League seal on the lower right corner of the screen.

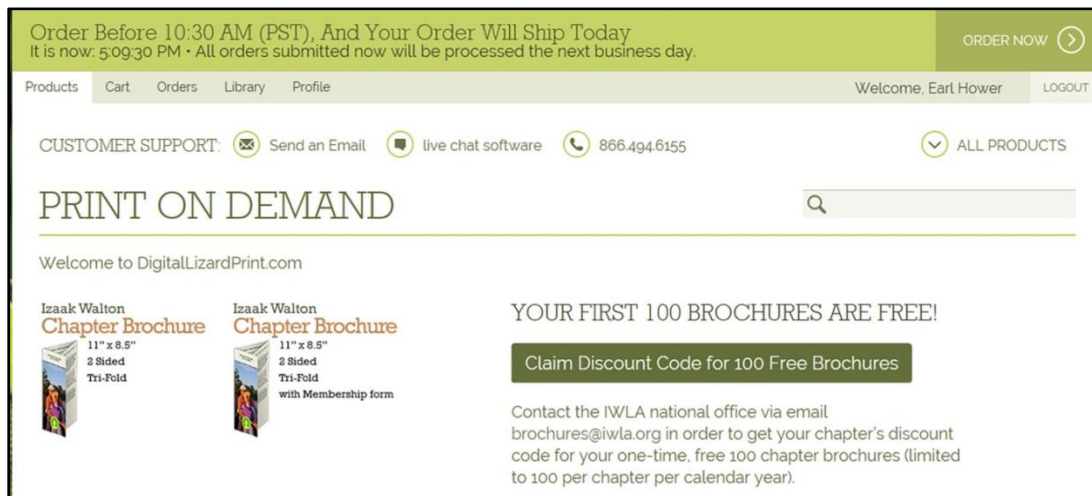


5. The **PRINT ON DEMAND** screen will appear displaying **two options**:

- Izaak Walton Chapter Brochure 11” x 8.5” / 2-Sided Tri-Fold
(With option for one photo and caption insertion)

~ or ~

- Izaak Walton Chapter Brochure 11” x 8.5” / 2-Sided Tri-Fold with Membership Form



Begin To Edit Your Brochure

6. Using the ‘Izaak Walton Chapter Brochure 11” x 8.5” / 2 Sided Tri-Fold’ template, begin to edit your brochure in the left column template. The font style, case, size, and color will adjust automatically.

Tip → Use Word to prepare, spell check, and proof read your desired subheads and text ahead of time and then just cut and paste each section into the online template. Consider having a second person proof not only this draft text but the final draft brochure before you complete and place the printed order.

7. Enter the following information on the template:

- The chapter's name

Note: You should not need to include the word “Chapter” as it will appear automatically as:

**CHAPTER OF THE
IZAAK WALTON LEAGUE OF AMERICA**

- The desired subhead in **Subhead 1**
- The desired text in **Text Box 1**
- Next the **Subhead 2** and **Text Box 2**
- Continue until you have filled both panels with desired subheadings and text.

The image shows a web-based form for creating an Izaak Walton Chapter Brochure. The form is titled "IZAAK WALTON CHAPTER BROCHURE" and includes a "NEXT STEP" button. Below the title, there is a "Form Filling" instruction: "Fill out the form to change the document. Click on 'Update' or 'PDF Preview' to view changes." There are two buttons: "UPDATE" and "PDF PREVIEW". The form is divided into two main sections. The left section contains input fields for "Chapter Name", "Subhead 1", "Text Box 1", "Subhead 2", "Text Box 2", "Subhead 3", and "Text Box 3". There is also a checkbox for "Add a photo". The right section is a preview of the brochure. It features a header with "ABOUT OUR CHAPTER" and "CHAPTER OF THE IZAAK WALTON LEAGUE OF AMERICA". Below this is a large image of a man and a woman in a boat on a lake. The text "ABOUT OUR CHAPTER" is overlaid on the image. At the bottom of the preview, there are sections for "OUR PRIORITIES" and "BENEFITS OF BECOMING A MEMBER".

You may click on **UPDATE** or **PDF Preview** to view your draft brochure.

Tip → If the text on your preview draft has exceeded the available space or you need to change the spacing between a paragraph and the next subhead, you can return to the template and edit accordingly.

8. In both brochure templates, there will appear a fixed **MEMBERSHIP INQUIRES WELCOMED!** subheading. It cannot be removed but you will see it move and “float” towards the bottom of the middle panel as you populate the **Subheads** and **Text Boxes**.

Note: The automatic telephone number that appears is the same number you gave when you set up your account. In order to rectify this, you may delete it from the **Optional Telephone** box or type in the correct chapter membership contact's telephone number.

Note: Under the same subhead, an **Optional Website** box also appears. You may enter the chapter's Website or the chapter membership contact's email address.

9. The ‘Izaak Walton Chapter Brochure 11” x 8.5” / 2 Sided Tri-Fold’ template is the only version that allows you to insert a photo and caption.

Note: Caption is limited to one line of centered, bold-faced text.

Tip → Crop your chapter’s photo before entering in the photo upload portal.

10. The ‘Izaak Walton Chapter Brochure 11” x 8.5” / 2 Sided Tri-Fold with Membership Form’ template gives you an option to include a chapter membership application form in the middle panel. To use this option, your chapter **must** offer all 4 membership classes/ types (i.e., individual, family, student, and youth) in order for this application to work.

Note: The automatic address that appears is the same address that you gave when you set up your account. You may delete it to rectify this, but you must retype the chapter’s correct business mailing address.

11. Follow the posted directions to proofread and approve the design.

Tip → Print a hard copy of the final draft PDF and proofread it. Having a second person proof the final draft brochure.

12. Follow the posted directions to complete and place the order for your printed brochures.

Tip → Record the job number to expedite the future re-orders and to avoid having to redesign and retype the same brochure.

13. The League will cover the cost to print and ship the first 100 brochures for any chapter using this template. Again before you start, you will need to contact the IWLA national office via this specialized email brochures@iwla.org in order to get your chapter’s discount code for your one-time, free 100 chapter brochures.

Note: This offer is limited to 100 per chapter per calendar year.

14. When placing your order and checking out on the **SHOPPING CART** screen, enter your chapter’s discount code in the lower left box marked ‘Enter order discount code.’

Item	Product / Description	Date Modified	Quantity	Price
D-DLEX-FE5EFAC1	Izaak Walton Chapter Brochure w/Form Izaak Walton Chapter Brochure w/Form	6/29/2016 11:59 AM	100	\$ 0.00
D-DLEX-FE5EFAC2	Izaak Walton Chapter Brochure w/Form Izaak Walton Chapter Brochure w/Form	6/29/2016 12:20 PM	100	\$ 0.00

Enter order discount code: Original Order Total \$ 10.34

SUBMIT CANCEL

15. When purchasing additional brochures (beyond the use of a one-time/per year free discount code), prices vary and do not include shipping and handling. Various options for shipping exist.

A credit card payment is required to purchase the chapter brochures.

After the first 100 free brochures (per chapter per calendar year), the prices to print additional customized chapter brochures are as follows.

<u>Available Quantities</u>	<u>Prices*</u>
100	\$ 75.34
150	\$105.12
200	\$134.93
250	\$161.70

* Subject to change

For Technical Support

Contact the IWLA account representative, Shelby Beasley, at: shelby.beasley@lsc.com. Available Monday through Friday, from 8:00 AM to 4:00 PM PST.

Attachments

In addition to the attached sample of the finished product (minus chapter customization), you will also find 3 sample customizations. These are tri-fold brochures from the fictitious Jamestown, Virginia Chapter. The samples include:

- A tri-fold without optional photo and caption,
- A tri-fold with optional photo and caption, and
- A tri-fold with membership form (application).

Available Online Training

A free how-to webinar is available for on-demand review online on the League's chapter resources Web page: www.iwla.org/chapter-resources. Navigate to bottom of the web page to the listed available webinars: "[How To Create A Chapter Membership Brochure](#)").

The League provides a wide variety of support and materials to help chapter leaders and members manage chapter operations, conserve natural resources, and promote outdoor recreation. For more information about these and other tools and services, contact the IWLA Chapter Relations staff toll-free at (800) IKE-LINE (453-5463), extension 216, or email chapters@iwla.org, or access these chapter tools online at www.iwla.org/chapter-resources.

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