

Online Instructions: IWLA Chapter Brochure Templates

The Izaak Walton League has developed pre-printed brochure stock with two different poster editing templates that your local chapter can easily modify to create brochures for your own promotional use.

The final brochure you design will have a similar look — overall appearance and message, photos and art, background colors, and font styles and sizes — as the IWLA at-large membership brochure currently in use nationwide.

Using supplied pre-printed “blank” brochure stock, your personal computer and printer, or a local print/copy center business, you can now make your own brochure to promote and present specific information about your League chapter!

Available Online

Search online for the Chapter Tools Web Page (www.iwla.org/chaptertools) and then navigate under Chapter Membership Brochure Web Page. The following documents are available for your use.

- One (1) PDF document: **Chapter Membership Brochure Order Form**;
- One (1) PDF document of pre-printed brochure stock sample (2 sides): **Chapter Membership Brochure**;
- One (1) PDF document with these instructions on it: **Make Your Own Chapter Brochure**;
- Two (2) different Microsoft Word files as templates for you to edit and customize:
 - **Template_Option 1** (With two editable text panels and one title block),
 - **Template_Option 2** (With one editable text panel, one membership application panel, and one title block).
- One (1) PDF document of Chapter Brochure mock-up (1 side):
 - **Sample Chapter Brochure_Option 1**; and
- One (1) PDF document of Chapter Brochure mock-up with membership application (1 side):
 - **Sample Chapter Brochure_Option 2**;

Getting Started

Before you begin, examine online “**Chapter Membership Brochure**” – the sample of the pre-printed brochure stock, or “blank” version of the brochure. One side is completely pre-printed and the other with two open text panels (left and center) and one open title block on what will become the front cover (upper right) for your potential customization.

It will be further helpful if you review the mock-ups of a fictitious “Jamestown Chapter’s” completed brochures that are also online. One (“**Sample Chapter Brochure_Option 1**”) is an example of two text panels and a title block completed. The other (“**Sample Chapter Brochure_Option 2**”) has one completed text panel, one membership application panel, and a title block.

Online Instructional Steps

Instructions and brochure editing templates are available online and may be downloaded from www.iwla.org/chaptertools.

Once online, follow these steps to open the files, edit and save the templates, and print your customized chapter brochure poster(s):

1. Place your cursor on the file called “**Template_Option 1**” double-click on the file to open and the template will now be displayed on your screen. You will need to ensure the page layout is set to “landscape” orientation. To confirm this, click “File” then “Page Setup,” then click on the option for “Landscape” under “Orientation.”

Note: If a pop-up message box asking you to “Fix” the margins comes up on your screen, do not. You should click “Ignore.”

2. Before doing anything else, save the template! Copy and save it in your computer on a location that you can later find. To do this, click on “File” then select “Save As,” locate an area on your computer to save the file, give your template a different name — use whatever makes sense to you — then click “Save.”

Note: You cannot edit and then save changes onto either of the original templates found online.

3. Follow steps 1 through 2 to open and save the second file called “**Template_Option 2**,” then continue to step 4.
4. You now have both of the basic templates saved to your computer and can decide which version best fits your chapter needs. Once you make your choice, open the file to begin editing.

Spend some time researching and planning out your own text and thinking about what you want to include in each section. You may want to type your draft text first and then save as a separate file as a reference.

Tip: Compare the two online mock-up samples for the fictitious “Jamestown Chapter” to the templates (“**Sample Chapter Brochure_Option 1**” or “**Sample Chapter Brochure_Option 2**”) on your computer screen to give you an idea of information you can change.

5. There should now be just one file open — this is the file you will edit with your specific chapter information. There is a place for the chapter name in the title block (front brochure cover) as well as two panels of text that may be edited.

Tip: To print correctly on the provided brochure paper you must be sure to:

- Keep all font styles and sizes the same;
- Make edits only in the indicated areas;
- Where applicable, change any edited text from red to black font color; and
- Do not exceed the length of the editable sections.

6. Back on either editing template (“**Template Form_Option 1**” or “**Template Form_Option 2**”), left click on the box on the title block on the far right side of the screen where you see “XXXXXXXX” above the pre-set template text “CHAPTER OF THE IZAAK WALTON LEAGUE.” You will see the outlines of a text box pop-up.

It will look like this:

**XXXXXXX
CHAPTER OF THE
IZAAK WALTON LEAGUE**

7. Place your cursor in front of the first “X” and use your delete key to remove each of the “Xs”. Now you have a blank space in which to type your chapter name, but all in bold-faced UPPER CASE letters (all caps) as to match the pre-set template text below it.
8. After you have done this, you should once again save your document. Click “File” and “Save As” and give your brochure a brand new name. (You don’t want to confuse this file with the original blank template.) Click “Save.”

Tip: Remember to *save* your document *often!* You don’t want to lose your hard work if you have an unexpected computer problem!

9. Now on the far left text panel, place your cursor at the beginning of the first line under the subheading “OUR LOCAL HISTORY.” You will see the outlines of another text box pop up.

In part, the section will look like this shown below, but other subheadings and place-holder text will continue:

OUR LOCAL HISTORY
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutate. Ut wisi enim ad
minim veniam, quis nostrud exerci tation ullamcorper.

10. Use your delete key to remove the place-holder text (Lorem ipsum dolor sit ...) that is there and then type in information specific to your own chapter.
11. Using the draft text you created earlier, begin typing in your information, section by section. If you opt to “Copy” and “Paste” this draft text from another source or file and onto the brochure template, be sure to first set up the font style to Goudy Old Style and use a font size of 9.5. If you drop in text with a different font see the below noted tip.

Each time you finish a section just move your cursor down the page to the beginning of the next section, delete the temporary text and add your new information.

Tip: When attempting to “Copy” and “Paste”, you may consider using the “Format Painter” function on top of your standard toolbar, or the “Notepad” function found under the “Start” menu. These enable you to reformat existing font style and size that you may paste into your new brochure document. Consult your Microsoft Word user’s manual or refer to the “Help” menu for more details.

12. When you have finished editing the text in the first column, use your cursor to go to the top of the second column (center text panel). Follow steps 12 and 13 on this column to complete your custom data.

13. Save your finished document and use your print preview (“File” then “Print Preview”) option to see how your text looks on the page. If you have exceeded the length of text that may correctly fit in a column, you will need to close this view and edit your text again to make it shorter. Save your new changes.
14. Insert a piece of “blank” brochure paper in your printer. (You will need to determine whether your particular printer requires the paper to be face up or face down. You may want to run a test first.)
15. Click “File” then “Print” then “OK” to send your document to the printer. You may want to double-check that your printer options are set to landscape printing for this document.

Note: If a pop-up message box alerting you that margins are set outside the printable area of the page and whether you want to continue, you should click “Yes.”

16. Repeat steps 14 and 15 to print the remainder of the brochures you wish to print (set the print quantity to the total number of copies you want).

Or to prepare your customized version for copying on a photocopying machine or by a printing professional or copy center, print your final text onto blank letter-sized paper (8 ½” x 11”) and, if requested, as a saved file a CD disk or memory stick. Then submit it for over-printing with the larger of supplied quantity of “blank” chapter brochure stock.

17. Upon completion of the overprinting process, you will have to fold the brochures to a tri-fold configuration and to a final size of 3 ¾” x 8” (vertical).

Design Suggestions

- Do not attempt to change existing template fonts:
 - Text font style - Goudy Old Style and size - 9.5;
 - Subheadings font style – Trebuchet MS and size - 8.5 (Bold and all caps); and
 - Title block style – **Trebuchet MS and size - 16** (Bold and all caps).

Note: These font styles are the closest match to those on the pre-printed “blank” brochures and are standard or available on most Microsoft Word software.

- Place your chapter’s full name into the first paragraph of the customized panel.
- Consider **bold-facing** the font used for your chapter’s name in this panel. For example:
“For more than eight decades the **Jamestown Chapter of the Izaak Walton League** has worked to protect the natural resources of ...”
- On each template file and at the bottom of the center text panel, it will read:

MEMBERSHIP INQUIRIES WELCOMED!
{Chapter’s Website (if applicable) and/or Telephone No.}

Simply replace the last line “Chapter’s Website (if applicable) and/or Telephone No.” with your chapter’s Website. If your chapter does not have a Website type a local area code and telephone number, or both. If available, an e-mail address for potential new chapter members to be able to make contact with you may be used. Remember to change red font color to black.

- When using “**Template Form_Option 2**” (with one editable text panel, one membership application panel, and one title block), you have to become creative in keeping your chapter narrative limited to one panel on the far left.

Likewise for the membership application form, you may simply edit only those that appear in red type and within brackets. Such as: {Chapter Name} or {Amount} or {Specify}.

You may have to add or delete text for the membership categories and full dues rates offered by your chapter. (Amounts should include IWLA national, state — if applicable — and local dues.) Delete those membership categories that do not apply to your chapter.

Note: It is recommended that each IWLA chapter offer all four basic memberships: individual, family, student, and youth.

- Regarding “Other Fees {Specify} \$ {Amount}”, if you do not have anything (i.e., other fees required to join your chapter) to edit here, consider asking for a donation. For example, retype to read:

Donation (specify amount) \$ ____

- Subheadings with place-holder text found on each brochure template file are merely suggestions. You may add or delete accordingly.
- Examples of subheadings as noted:

OUR LOCAL HISTORY
OUR MISSION
WHO WE ARE
OUR INTERESTS
OUR PROGRAMS
OUR ACTIVITIES
OUR MEETINGS
OUR EVENTS
HOW TO JOIN
DIRECTIONS
FOR MORE INFORMATION

- For “OUR MISSION,” if your chapter does not have a written mission statement, you may consider using the established IWLA Mission Statement:

To conserve, maintain, protect and restore the soil, forest, water,
and other natural resources of the United States and other lands;
to promote means and opportunities for the education of public with
respect to such resources and their enjoyment and wholesome utilization.

Ordering Information

To order “blank” chapter membership brochure stock – free of charge – in quantities up to 250 copies, use the order form available online at www.iwla.org/chaptertools. Or contact the Izaak Walton League National Office by calling toll-free at: 800-IKE-LINE (453-5463), extension 212 (weekdays from 9:00 a.m. until 5:00 p.m. EST, Monday through Friday), or e-mail at: chapters@iwla.org.

Sample brochure, instructions and brochure templates are also available online and may be downloaded from: www.iwla.org/chaptertools.