

Online Instructions: IWLA Chapter Promotional Poster Templates

The Izaak Walton League has developed five promotional posters with two different poster editing templates that your local chapter can easily modify to create posters for your own promotional use.

Each poster has a similar look — overall appearance and message, photos and art, background colors, and font styles and sizes.

Using supplied pre-printed “blank” poster stock, your personal computer and printer, you can now make your own posters to promote specific events, activities, and projects, or recruit members for your League chapter!

Available Online

Search online for the Chapter Resources web page (www.iwla.org/chapter-resources) and then navigate under Marketing & PR Tools and then onto Chapter Promotional Posters web page. The following documents are available for your use.

- One (1) PDF document for review showing a sample of each available poster: **Sample Posters**
 - Outdoor America’s Future
 - Join Us At A Chapter Near You
 - Defenders Of Soil, Air, Woods, Waters And Wildlife
 - Conservation Is Our Mission
 - Enjoying And Protecting America’s Outdoors
- One (1) PDF document: **IWLA Chapter Promotional Posters Order Form**
- One (1) PDF document with these instructions on it: **Make Your Own Chapter Poster**
- Two (2) different Microsoft Word files as templates for you to edit and customize:
 - **Poster Template_Events** (Editable space for chapter events, activities, or projects),
 - **Poster Template_General Use** (Editable lines for membership recruiting and marketing purposes).

Getting Started

Before you begin, examine the samples of the blank versions of the five posters — each with the one-half open text panel (lower space above footer with IWLA seal, name and website) for your customization. Referring to the online PDF documents, it will be further helpful if you review the samples of the five available posters and each of their specialized-design uses. They include:

Style Number	“Poster Title”	(Design Usage)
1.	“Outdoor America’s Future”	(For youth-related activities or events)
2.	“Join Us At A Chapter Near You”	(For membership recruitment efforts)
3.	“Defenders Of Soil, Air, Woods, Waters And Wildlife”	(For marketing and general chapter promotions)
4.	“Conservation Is Our Mission”	(For conservation projects or educational events)
5.	“Enjoying And Protecting America’s Outdoors”	(For outdoor recreational events and activities)

Note: We do not recommend printing your posters on printed sample PDF (**Sample Posters**), as a supply of full-color, medium weight, blank poster stock (8½” x 11”) is available upon request, FREE of charge, for your use.

Online Instructional Steps

These instructions and the poster editing templates are available online and may be downloaded from www.iwla.org/chapter-resources.

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

1. Place your cursor on the “**Poster Template_Events**” then open, copy and save it onto your computer in a location you can find later.

This editing template file is to be used to prepare a poster for either:

- Conservation projects or educational events,
- Outdoor recreational events and activities, or
- Youth-related activities or events.

2. Place your cursor onto the “**Poster Template_General Use**” then also open, copy and save it onto your computer in a location you can find later.

This editing template file is to be used to prepare a poster for either:

- Membership recruitment efforts, or
- Marketing and general chapter promotions.

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

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 specific poster. You may want to type your draft text first and then save as a separate file as a reference.

3. Select the file you will edit with your specific chapter’s information. To print correctly on the provided poster paper you must be sure to:
 - a. Keep all font styles and sizes the same;
 - b. Make edits only in the indicated area within the designated field brackets (< >);
 - c. Do not exceed the length of the editable line.
4. When editing text for use of either **Outdoor America’s Future, Conservation Is Our Mission**, or **Enjoying And Protecting America’s Outdoors** poster stock, and if using the file called “**Poster Template_Events**” left click on the box on the title block on the top center of the screen where you see **<INSERT EVENT NAME HERE>**. You will see the outlines of a text box pop-up.

It will look like this:

<INSERT EVENT NAME HERE>
Sponsored By:
<Insert Chapter Name here>
Izaak Walton League of America
Date and Time:
<Insert Month, Day, Year, Time am/pm here>
<Insert additional date related info here (if necessary)>
Location:
<Insert Address here>
<Insert continued address or simple directions here>
For More Information:
<Insert Contact Name(s), Phone Number(s), E-mail(s) here>
<Insert additional contact info here (if necessary)>
<Insert Chapter's Web Site here (if applicable)>

5. Place your cursor in front of the first “<” and use your delete key to remove the text “<INSERT EVENT NAME HERE>.” Now you have a blank space in which to type your chapter’s event (or project or activity) name, but all in bold-faced UPPER CASE letters (all caps) as to match the pre-set template text (Arial type, 28 font size, bold-faced style).

For example:

ANNUAL YOUTH FISHING DERBY

6. After you have done this, you should once again save your document. Click “File” and “Save As” and give your poster a brand new name. (You don’t want to confuse this file with the original blank poster template. Give this edited template a different name — use whatever makes sense to you) 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!

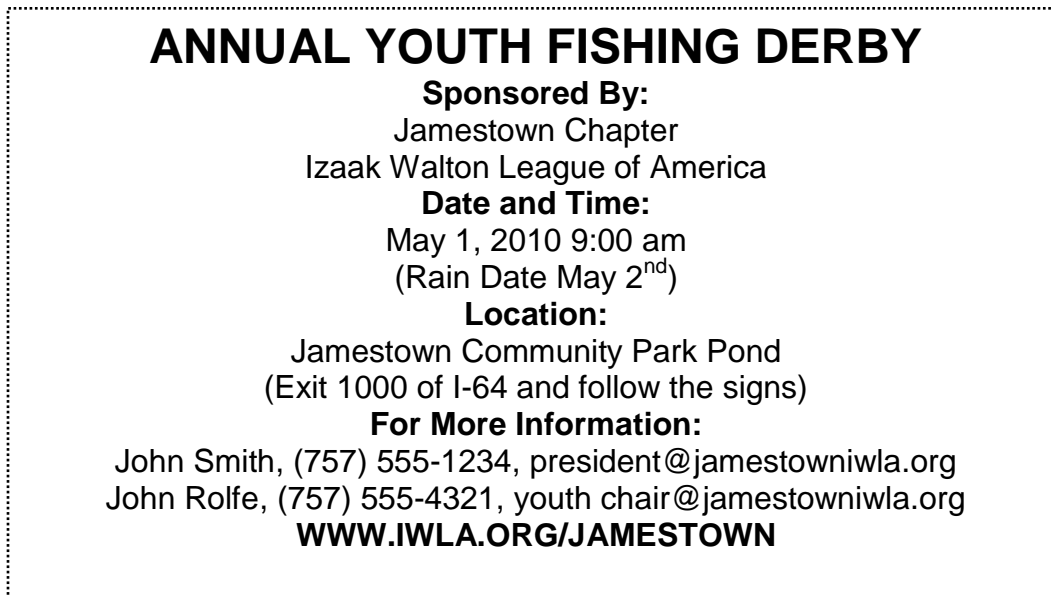
Place your cursor in front of the second “<” and repeat the editing process. Use your delete key to remove the text “<Insert Chapter Name here>.” Now you have a blank space in which to type your chapter’s name, but all in regular-faced upper and lower case letters as to match the pre-set template text (Arial type, 18-font size, regular-faced style).

For example:

Sponsored By:
Jamestown Chapter
Izaak Walton League of America

7. Now repeat the editing process on the remaining event poster template. In part, the section will look like this shown below, but pre-established subheadings (place-holder text) will continue. Each time you finish an editable line just move your cursor down the page to the beginning of the next line, delete the temporary text and add your new information.

An example (not to true scale) of a finished poster for a youth-related activity or event:



8. 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.
9. As a trial or test run, print your text on a regular piece of printer paper to preview the position and alignment before printing on poster stock.
10. Insert a piece of “blank” poster stock 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.) Click “File” then “Print” then “OK” to send your document to the printer.

Note: Be sure that you selected the proper poster stock for the desired usage. For example, if yours is for a youth-related activity or event, use Poster Style Number 1 – “Outdoor America’s Future.”
11. To print the remainder of the posters you wish to print (set the print quantity to the total number of copies you want). Click “File” then “Print” then “OK” to send your document(s) to the printer.
12. When editing text for use of either **Join Us At A Chapter Near You**, or **Defenders Of Soil, Air, Woods, Waters And Wildlife** poster stock, and if using the file called “**Poster Template Form_General Use**,” left click on the box on the title block on the top center of the screen where you see **<YOUR MEMBERSHIP MESSAGE>**. You will see the outlines of a text box pop-up.

It will look like this:

< YOUR MEMBERSHIP MESSAGE >

Join The:
<Insert Chapter Name here>
Izaak Walton League of America

Date and Time:
<Insert Regular Day of the Month, Time am/pm here>
<Insert Regular Day of the Month, Time am/pm here>

Location:
<Insert Address here>
<Insert continued address or simple directions here>

For More Information:
<Insert Contact Name(s), Phone Number(s), E-mail(s) here>
<Insert additional contact information here (if necessary)>
<Insert Chapter's Web Site here (if applicable)>

13. Repeat the editing processes found in steps 5 through 11 to produce posters for membership recruitment efforts, marketing and general chapter promotions.

Note: Be sure that you selected the proper poster stock for the desired usage. For example, if yours is for chapter membership recruitment, use Poster Style Number 2 – “Join Us At A Chapter Near You.”

Design Suggestions

- Consult your Microsoft Word user’s manual or refer to the “Help” menu for more details.
- Do not attempt to change existing template fonts:

Editable text font style – **Ariel & size – 18** (regular-faced);

Subheadings font style – **Ariel & size – 18** (bold-faced); and

Title block style – **ARIEL & SIZE – 24** (bold-faced).

Note: These font styles have been tested and are the closest match to those on the pre-printed posters and are standard or available on all Microsoft Word software.

Ordering Information

To order “blank” chapter promotional posters – free of charge – in quantities of 5, 10, or 25 for each of the five versions, use the order form available online at www.iwla.org/chapter-resources. 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 posters, instructions and poster templates are also available online and may be downloaded from: www.iwla.org/chapter-resources.