<u>Make Templates for Campus Club Marketing</u>

Clubs, unlike most other nonprofits, see a significant turnover in their membership and even their leadership, every year or two. As a result:
- There's a lot of reinventing the wheel
- There might be serious differences in skill level from one year to another
- There might be a totally new vision

If the heart of marketing is developing and keeping a consistent identity, all of these tendencies are bad news.

So what can you do about it?
- Templates, templates, templates!

Whether it's a poster, flyer, or Facebook post, along with original content you should create separate file that can be filled in to create new versions. Here's how:
- **Step 1**: Create the promotional material you need now, e.g. event poster, 101 week flyer
  - While creating it, think about whether you want this to be the long-term look of the club. Pay attention to font, colour, etc.
    - **PRO TIP**: Pick colours and fonts that are accessible to people with visual impairments to reach a broader audience. It will actually make it better for all readers. There are many tools to help.
- **Step 2**: Once complete, save a separate file, and name it "XXX_Template"
- **Step 3**: Keep all the text you want to remain consistent (e.g. club name, slogan, etc.)
- **Step 4**: All text that is variable should be changed, e.g. December 12, 2017 becomes Month DD, YYYY
- **Step 5**: Provide comments on any choices you feel might need explanation, e.g. "Our sponsor may require different dimensions"
  - **PRO TIP**: Always leave a space for potential sponsors in the template. These templates can then be made part of sponsorship materials

For more information about how to create a truly great template see this article.

   PRO TIP: A template is only useful if it is saved some place new members can get it, and if they know where to look. For more about this, see the Succession module.

For the more tech savvy, here's how to create official templates in the different Microsoft programs:
- Microsoft Word
- Microsoft Publisher
- Microsoft PowerPoint

Questions? Contact campusclubscanada@gmail.com