

How do you build a broad outline?

Speaker: When you try to put together your brochure – initially the basics of your designs are in place; the colors and fonts have been decided. How are you going to start working on it? The most important aspect is the aim of making a brochure. What do we mean when we say aim? There could be specific challenges that you want the brochure to highlight.

It is a document to hand out to people and ideally it cannot be crammed with pages of everything about your organization. No one will read it. How many of you have seen big fat books in the libraries and gone like, ‘No, no, I don’t want to read it.’ It could be a classic, one of the best thing written on the surface of this earth but that sort of size is daunting.

So try and keep things simple. If you are working with say 3 to 4 pages, what is it that you need to say? You will need to prioritize. Think of the aim i.e. if you are looking to get more volunteers in, then who is your audience? Are you talking to kids from colleges, 18-25? If so, then it has an impact on the kind of language that you use and what sort of images.

You will have to make it sound peppy and exciting. If fundraising is the aim, you will need to talk a little bit more about your cause and what sort of great work you are doing. The language changes a little bit here, it cannot be all that funky but you can still keep it happy or peppy based on what sort of a style you choose. The aims are extremely important and the content that you need to work on will have to tie-in with the aims. The first step is to build an outline. Please remember referring to an outline here means a broad set of points, the key points, not the exact set of words.