

Making an Event Flyer

Making an attractive Flyer may sound simple, but in Narcotics Anonymous this can become frustrating when it comes to our Traditions, Concepts of Service, Bylaws, and World Services directives. The hardest thing to remember in NA is that we are not like the rest of the world and we do not operate like it. Ours is a simple way and we are given guidelines to help in protecting our image and the message we deliver. None of us are perfect and we all make mistakes, but if we are careful we can avoid much of the criticism. Here is some simple flyer guidelines that have been found to keep most people satisfied most of the time. A flyer should contain the following:

1. Who is Sponsoring the Event*: This should be an exact description of who is sponsoring the event, such as Portland Area Activities not Portland Area or NA Activities.
2. NA Logo: The NA Logo including the registered trademark should be on all flyers. The registered trademark is the little r with a circle around it that is located on the lower right side of the logo (®). This is a requirement of World Services anytime the NA Logo is used.
3. The Name of the Event*: Try and keep this simple and fun sounding.
4. The Date and Time*: The date should be easily readable; a larger font is suggested so that it will stand out and stick in people's minds. The time can be smaller, but keep it easy to find.
5. The Place*: To avoid being accused of endorsing an outside enterprise, the *Place* should always be the address of the facility as the main subject; you can however place the name of the location in parenthesis after for reference purposes.
121 Happy St (Pleasant Hall)
Great Place, Oregon
6. Contact Info*: It is the policy of our area that NO PERSONAL INFORMATION be posted on a flyer or on our website. This includes email addresses, phone numbers, and mailing addresses. This is for everyone's protection. In the past it has put some hardships on contacting coordinators for events and we have suffered because of it. To avoid personal information being exposed, Activities has choose to use a 1 800 number system. This avoids a person's personal info being exposed and gives the fellowship a way to contact our coordinators. Placing this number near the bottom of the flyer, in small print has proved to be acceptable. At times there may be circumstances where an email address needs to be used or a mailing address for registrations and such. In these cases we suggest setting up a separate email address, such as event@hotmail.com or renting a PO Box for these purposes.
7. Placing the Name of a Performer on a flyer is not suggested, many consider this an endorsement of an outside enterprise. It is best to use generic terms such as Live Music, DJ Dance, Comedian, etc. The exception to this is the names of speakers; however we only use their first name and last initial (Jimmy K, Bill W, etc.).
8. Use of Graphics and Pictures is highly suggested, they add character and eye appeal to flyers; however, they need to be appropriate. Narcotics Anonymous frowns on the NA logo being used in any derogatory manner and has even warned against using it in association with things as simple as a dream catcher. Also be careful with fancy fonts; keep flyers easy to read (a curly font may look cool but

may not be easily readable). More information about this or other information concerning NA can be found at www.na.org under intellectual properties.

* PASC Bylaws requirement (Article X, Section 10.01)