

LEAFLET

INFORM. PERSUADE. ENGAGE.

PURPOSE

Leaflets give information and persuade the reader.

KEEP OUR PARK CLEAN!



Small actions big difference

WHY IT MATTERS



Protect nature



Keep our park safe



Enjoy it together

WHAT YOU CAN DO

- Use the bins
- Recycle
- Don't litter
- Respect others

OUR PARK
OUR FUTURE

Let's keep it beautiful!



GET INVOLVED!

Join a clean-up or volunteer today!



“A GOOD LEAFLET
INFORMS AND INSPIRES.”

KEY FEATURES



HEADINGS

Clear and eye-catching.



SHORT SECTIONS

Easy to read and scan.



PERSUASIVE LANGUAGE

Encourages the reader to act.



IMAGES

Attract attention and support ideas.



CALL TO ACTION

Tells the reader what to do.

TOP TIPS

- ✓ Use short, simple sentences.
- ✓ Include facts or key information.
- ✓ Use bullets and bold words.
- ✓ Choose clear, bright images.
- ✓ Make your message easy to remember.

DO



BE CLEAR



USE BULLETS



USE IMAGES



INCLUDE A CALL TO ACTION

DON'T



TOO MUCH TEXT



LONG SENTENCES



BORING LAYOUT



NO MESSAGE OR ACTION