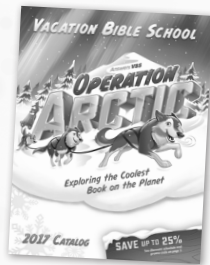


START AN AVALANCHE OF EXCITEMENT

It's time to let everyone know about your VBS! After all, people won't come if they don't know, so pull out all the stops and inform your church and community about the place to be this summer!

Your Resource DVD-ROM contains clip art, the *Operation Arctic* logo, and promotional helps. You'll also want to check out the *Resource Catalog*, which offers a range of promotional materials.



Use exciting and varied methods to share your message, making sure all promotional pieces include the following crucial information:

- » VBS Name
- » Dates and times
- » Location
- » Ages
- » Contact information

Remember to be creative and enthusiastic! Your methods will set the tone for VBS and get people excited and interested.

Add promotional events to the calendar you've already started. Print a separate copy of the calendar for your publicity coordinator.

Operation Arctic Fonts

Answers VBS recommends the following freeware fonts for promoting *Operation Arctic*: **Carter One**, **Piedra**, and **TRADEWINDS** (available from Google fonts).

Graveyard Smash and **MONSTER MASH** and **SUCROSE BOLD** are available for purchase from myfonts.com.

Templates

Many *Operation Arctic* promotional items are set up for use with standard Avery templates (with one exception). In Microsoft Word, select "Labels" and choose "Avery" from label vendors. (Or download these free templates from the "Templates and Software" section of Avery.com.) For the doorknob hangers, choose "OnlineLabel" from the label vendors. Data merges in Word can be set to use the following label templates:

Postcards (items 11-5-026, 11-5-027, 11-5-028, 11-5-029, 11-5-030)	Avery 3263
Bulletin inserts (item 11-5-024)	Avery 3251
Doorknob hangers (item 11-5-033)	OnlineLabel245
Promo cards (item 11-5-031)	Avery 8376
Name tags (item 11-5-015)	Avery 74459

When using the templates, you will need to leave room for the preprinted art when populating the labels with your information. Print a test page on a separate sheet of paper to make sure the spacing is correct. We recommend using the Step-by-Step Mail Merge Wizard in Microsoft Word to walk you through setting up your items for print.

The name tags are vertical, so you will need to change the text direction on the template to print on them correctly. That option is under the table layout menu in Word.