

# PROMOTION

## Come One! Come All!

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!

### Promotional Helps

Your Resource USB contains [clip art](#), the *Keepers of the Kingdom* 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.

#### FILE FORMATS

The clip art is provided in three formats in the Resource USB. Each format has a particular type of use. **PDF** files are vector files, which have transparent backgrounds and are scalable for shirt printing or to make large signs or banners. **PNG** files are a general image format that contain transparent backgrounds. They can be used for any print or web use but cannot be scaled up without resolution issues. **SVG** files are the simple vector formats required for Cricut machines.



#### KEEPERS OF THE KINGDOM FONTS

Answers VBS recommends the following freeware fonts for promoting *Keepers of the Kingdom*: **Carter One** and **Germania One** and **Goblin** from Google Fonts, **Grussskripten Gotisch** from Dafont.

Also, **Kynges X NF** and **De Vinne D/Ornament** are available for purchase from [myfonts.com](#) and **CINDER** is available from Adobe Fonts.

#### TEMPLATES

Many of the 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 12-0-026, 12-0-027, 12-0-028, 12-0-029, 12-0-030)    Avery 3263

Bulletin inserts (item 12-0-024)    Avery 3251

Doorknob hangers (item 12-0-033)    OnlineLabel 245

Promo cards (item 12-0-031)    Avery 8376

Name tags (item 12-0-015)    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 them correctly. That option is under the table layout menu in Word.