Get the Word Out

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 Digital Resources contains clip art, the *Zoomerang* 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 Digital Resources. 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.

Zoomerang Fonts

Answers VBS recommends the following freeware fonts for promoting *Zoomerang*: Good Dog Cool and Baloo.

Also, **Company** and Good Grief are available for purchase from myfonts.com and **Ossem** is available from Type Depot and HOT SAUCE from Creative Fabrica.

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 11-9-026, 11-9-027, 11-9-028, 11-9-029, 11-9-030)	Avery 3263
Bulletin inserts (item 11-9-024)	Avery 3251
Doorknob hangers (item 11-9-033)	OnlineLabel 245
Promo cards (item 11-9-031)	Avery 8376
Name tags (item 11-9-015)	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.