

Building Attractive Workshops, Flyers & Websites



Best Practices for NA Flyers

A great flyer puts the reader first. It is a communication tool, so the most important information should be easy to find at a glance. First, make it clear that the flyer is for an NA event, meeting, or announcement, and identify the sponsoring group or service body. Second, remember that flyers often remain online long after an event. Always include the full date (with year) and complete location so anyone who sees it knows exactly when and where it will take place.

Every Flyer Should Include

- Clear identification as an NA event, meeting, or announcement
- A registered or trademarked NA logo
- A brief description of the event
- The name of the sponsoring group or service body
- The event date and time (including the year)
- The complete location, including building name, city, and state
- Contact information for the group or committee (website, email, or phone number, with permission)

Additional Tips

- Make sure the **date, time, and location** are easy to find when scanning the flyer.
- Use a large, readable event title and date.
- Choose clean, legible fonts. Readability is more important than decorative design.
- For paid events, clearly state the cost and any newcomer discounts or eligibility requirements.
- Include prices for items available for purchase so attendees know what to bring.
- Add a QR code if registration or additional information is available online.
- Consider how the flyer will print and whether it can be easily distributed by members.

Quick Flyer Checklist

Before publishing, ask yourself?

- ✓ Is it clear that it is an NA event?
- ✓ Is the sponsoring group identified?
- ✓ Are the date, time, and year included?
- ✓ Is the full location listed?
- ✓ Is contact information provided?
- ✓ Can someone understand the event in a few seconds?

If someone can quickly tell what the event is, who is hosting it, and when and where it takes place, your flyer is doing its job.



COMMON WEBSITE CHALLENGES

- Meeting info not prominent
- Out of date meeting info
- Only a map interface (doesn't work if you're searching from outside the area)
- Data integrity (inconsistencies, spelling or grammar errors)
- Broken links
- Programming not working
- Acronyms!
- Consider your user's device (mobile / tablet / computer)
- Have users test your site (retest changes!!)
- Consider your audience - an addict looking for meeting would need different experience than professional (PR)
- URL Issues - makes us hard to find
 - Example - "eascna.org" is not an obvious NA site
 - There are methods to elevate our search on engines like Google
 - Another potential option is to purchase other 'more searchable' URLs and 'point' to your site. Example: TulsaNA.org or TulsaNarcoticsAnonymous.org
- Be careful using the latest technology
 - QR codes - do not work without smart device or data connection
 - Hidden links useless without data connection
 - Long links hard for users to type

Why Should We Consider Wordpress?

- Cost effective - free for most
- Open source - huge user/expert support
- Most host sites support
- Flexibility
 - Templates for easy customization
 - Plugins to add features
 - Integrates easily with BMLT (Basic Meeting List Toolkit)

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