

# Communications Checklist

If you're developing a new brochure, flyer or Web page for the agency, please use the following checklist to make sure you've covered everything:

- What are you offering or want the individual to do upon reading this piece? Do you want people to take action after reading your piece? If so, what action do you want them to take? (If you're not sure what you want them to think or do, be assured, the reader won't either!)
- Have you explained succinctly the value or "reason why" your prospect should respond to this mailing or attend your event? Make sure they know the answer to the question, "What's in this for me?"
- Who is your target audience/customer? Is this perfectly clear in the headlines and / or copy?
- If you're promoting an event, have you listed the day and date of the event? (Is the date typed correctly?)
- Where is the event being held? (Have you reserved the meeting room and gotten assurances of its availability?) Is the location well known? If not, should you provide a map or directions?
- What is the price? If you have price variables, what are they?
- Do you have an early-bird discount or late-comer price?
- Do you have a registration or sign-up deadline? Is it listed?
- Is registration limited to a certain number? If so, make sure you note this.
- Have you assigned session numbers to the events? Are they on the document?
- To whom should they respond? (**Does the contact person know they are the contact?** Do you have THEIR phone number, fax number, email, and mailing address on the piece?)
- Always double-check the phone number**, dial the number you have printed – does it ring to the desk of the contact?)
- Who is sponsoring this event or activity? If it is a Grant Wood AEA event or activity, make sure you include:
  - The agency's logo and return address
  - **The equity statement** ("Grant Wood Area Education Agency does not discriminate on the basis of race, creed," etc.)
  - The agency's Web site address: [www.gwaea.org](http://www.gwaea.org)
- Have you provided a response form to be returned to someone? If so, have you included spaces for the applicant to provide:
 

|                 |                                      |
|-----------------|--------------------------------------|
| - Name          | - School building or mailing address |
| - Title         | - Request for Any Special Assistance |
| - Phone number  | - Session date / price               |
| - Email address |                                      |
- Consider adding the agency's mission statement, vision statements and/or statement of core beliefs – IF space permits and IF this information is appropriate as part of the piece.