**Developing Outreach Materials Guidelines**

* We need to be consistently uniform so that if we need to switch out questions or information, it will look the same.
* Information should be research based preferably from an extension or Smart Gardening.
* Information should be written for the general public and children, not for a horticulturist, in other words, not too difficult. For example, what is the best height setting for your lawn mower might be a good question, but what is the species name for common milkweed would be a bad question.
* Make sure the answers to the questions are not ambiguous. For example, in a question, “which one does not belong?” may have several answers based on point of view.
* Be careful not to use copy written material and do not plagiarize.
* Double check spelling, punctuation, and grammar.
* Outreach cannot be “How to” unless it includes plant / pest information. For example, we should not have how to make fairy houses, but we could have how to plant a fairy garden.

**Writing questions for electric boards**

We have 8 electric boards (4 true and false and 4 multiple choice.) The questions on some boards can be flipped to find an explanation.

Font

* Use Microsoft Sans Serif font. According to Sylvia Hansen, graphic artist, it is easier to read.
* Title of electric board topic – Bold font size 48
* Subtitles- Bold font size 16
* Text- not bold font size 14

Layout

For questions, use narrow margins.

For the title, use normal margins.

Portrait

Use 2 columns for the questions

10 lines is the maximum that will fit in the explanation.

Misc. guidelines

Do not number the questions on the front.

On the back, lightly number the question to match the explanation.

On the back, lightly write the answer.

**Guidelines for tri-folds**

We currently have two tri-folds.

The purpose of the tri-folds is to grab the general publics’ attention. We might not want to focus too narrowly on any one topic. For example, we might want a tri-fold topic about lawns, but not specifically about crabgrass.

Font If you use a different font size than the suggested, write the font size on the back.

* Use Microsoft Sans Serif font.
* Title of tri-fold topic – Bold font size 100
* Subtitles- Bold font size 48
* Text- not bold font size 24

Layout

Use narrow margins.

Center titles and subtitles on page.

Landscape fits on tri-fold sections nicely.

Misc. guidelines or suggestions

Colored pictures will help grab attention.

Frame the writing on colored paper.

Try not to make the tri-folds look too busy. Some white space is easier on the eye.

Have a focal point.

People read from left from right

Most important point should be noticed first- Possibly use a bright colored border or larger font

Include a non-discrimination in small font

Master Gardener Association of Genesee County Michigan is open to all without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital status or family status. It is an affirmative-action equal opportunity employer.

Use arrows or bullets

Be brief

Have a call to action. “This is what you can do.”

**Guidelines for Picture Slideshow**

The picture slideshow is in the Hello Kitty bag. There are step by step directions on how to use it. It has a battery pack which lasts about 6 hours so it does not have to be plugged in for outreaches, but we do need to recharge the battery after use.

We currently have only two slideshows- MSU Extension and Tapping a Maple Tree.

* The MSU Extension only has a few projects. I think more could be added.
* The How to Tap a Maple Tree is good, but we have to add some plant-based information to make it “MSU Extension friendly.”

Pictures need to be JPEG