

OHCE Membership County Membership Recruitment Brochure Instructions for County Customization

- Open the OHCE Membership Recruitment Brochure Template. It is a MS Word file.
- In the brochure there are 'locked' areas OHCE recommends included in all county brochures as a means of standardizing our image.
- There are four areas in the brochure template open to customization by your county.
- Browse through the brochure template file to familiarize yourself with the grayscale areas that can be personalized to fit the needs of your county recruitment plans.

Instructions for county personalization:

Left panel page one:

Click in the grey field that says Cleveland. Change to the county name.

TAB to the next field. Delete or replace this text as needed.

TAB to the next field. Enter the address.

TAB to the next field. Enter the city.

TAB to the next field. Enter the zip.

TAB to the next field. Enter the phone number.

TAB to the next field. Enter the club name. Tab Twice. Enter the meeting day.

Repeat as needed. There are 15 group name fields. After all groups in your county are listed as desired, empty contents of unused fields.

TAB to the next field. Delete if no county website.

TAB to the next field. Enter county website as appropriate.

- Select Print Preview. All county fields will then update.
- Also the phone number on the second page will update.

Center Panel page two:

Areas titled Education Programs and Educational Events

Spaces under these headings are open fields; list your own county programs and events.

Left Panel page two:

Below the definitions of the OHCE Program Areas is a two-paragraph section of OHCE background.

As an option, your county can remove this information and insert event or county specific information.

- Select print preview to observe these changes.
- Your county brochure is ready to be printed.

Welcome to the 2008 OHCE Membership Recruitment Workshop

The material provided will explain the use of the standardized template file being provided each OSU County Extension Office the week of April 8, 2008.* This digital template will also be available on the Membership page of our website, www.ohce.okstate.edu

As fulfillment of a 2008 Promotional Goal set by the State Membership Committee template is proud to provide new material that allows your county a method for producing a Promotional Membership Recruitment Brochure.

The prepared template, a MS Word document, provides a tri-fold two-sided brochure. The following explanation looks at the brochure as if preparing to work on the document for your county.

Explanation of the six panels, reading from back outside left to right:

- Identification of your county Extension office, group names and meeting days, your county website and the OHCE website.
- Relationship of educational support system of OHCE and OSU Cooperative Extension.
- An attractive front fold panel, identifying your county and our organization's slogan.
- A tear-off fill in form for a potential prospect to leave with your recruitment committee. Note it is on the back of the front panel so the potential member can take all of the pertinent OHCE information contained in the brochure with them.
- The next panel has generic information under two permanent headings. Remove generic and list your county's specifics.
- The top section of the 6th panel includes OHCE Program Area explanation. Care was taken by the committee to define each OHCE area.
- On the same panel, is a brief background of our organization and OHCE state, national and international affiliations. While recommended for use. If your customization needs extra space, the information can be edited or replaced.

- Four areas in the brochure are designed for changes and customization by your county. Those changes can be made and your customized brochure readied for print by following the instructions on the attached page. These instructions will also accompany the digital file emailed to you, your county Extension office and on a tab on the Membership page at www.ohce.okstate.edu

- The brochure has been produced with color logo and panel additions but can easily be printed in black and white. Please note the grayscale shadow of the official OHCE logo on the inside panels of the brochure.

* If you would like to receive the OHCE Membership Recruitment Brochure by email any time, send an email request to Terrie DeShazo at atadmor@sbcglobal.net