

Walking Club Business (Marketing) Cards

from your **OTSVA Publicity Committee**

Bill Winton blwinton@frontier.com 17 March 2019

What they are: Templates for standard-size two-sided business card, customizable by each club with their club logo, name and web site URL. Both templates are Word docs. The back-side master is also included as a .pdf, in the event you want to use it 'as is'. No personal information is on the cards, intentionally. The three files are, **ClubBizCardFrontMaster3x.docx**, **ClubBizCardBackMaster3x.docx** and **ClubBizCardBackMaster.pdf**

How to use them: The cards can be handed out by any club walker to curious onlookers along walk routes, can be available at event tables, can be used at start box locations, etc.

What they do: The idea of the cards is to promote walking and club membership with a value proposition on the back and club contact information via the club's web site URL on the front.

What they do NOT do: As with most promotional material, it works best if hand-delivered; to an onlooker at an event, for example. It allows you to engage with the walker prospect briefly and deliver written contact information they would likely otherwise forget. Cards left alone on a table and such may be better than nothing, but are not nearly as effective as when they come with a person – you! – attached.

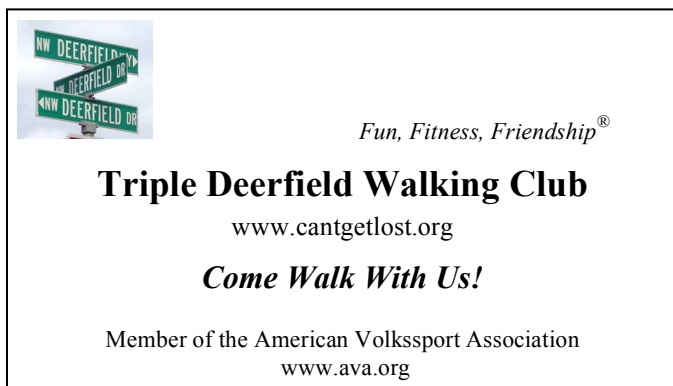
How to make them: Both Word doc masters are at 3-times size for sharper text and graphics. Copy the three masters to files you will customize, substituting your club name for 'Club' at the beginning of the file name. Open the new ...BackMaster.pdf file. If it looks fine to you, you're done with that side of the card. If you wish to make changes, use the new ...BackMaster3x.docx file, make whatever changes you want, then make a .pdf from that. The front of the card will need customization. Open the new ...FrontMaster3x.docx file. Enter your club name and web site URL in place of the bracketed lines, then replace the text box with your club logo in the upper left of the card, against left and top margins (not edges). You may have to format the logo as other than "in line with text" to keep it from pushing down the text. Make any other changes you want, then "print" the file as a .pdf. Specify 6" high x 10.5" wide (3x actual size) as paper size. The front and back .pdf files can be downloaded for printing by a commercial printer or office supplier such as Staples.

For me, the Staples site seems a little clunky for creating a design there, but fairly easy if you simply download your ready-made .pdf. When you order, you can specify delivery or a Staples store you want to use for pick-up. For pick-up, the cards are usually ready the same or next day. If you create an account at Staples, you'll be able save your design for repeat orders. Take a peek at <https://www.staples.com/sbd/content/copyandprint/businesscards.html> and click the design button to poke around. I get the 'basic' cards, which are plenty heavy and quite adequate for these cards.

Having trouble or want help creating the cards from the templates? Email to me a crisp copy of your logo along with your club name and club URL exactly as you want them spelled. I will then return .pdfs of the front and back that you can have printed locally.

Feedback Requested: After trying the cards at a few walks, especially those frequented by free walkers (Meetup folks and the like), please drop me an email to let me know if they are helpful in converting walker prospects into club members. **AND, by all means, please send me a photo of your own creations.**

Front Sample



Back Sample

