

10 tips for better boards

Whether you're setting up a bulletin board or a display board, here are a few tips to keep it fresh, exciting and pleasing to the eye.

Boards to tell the LWMLC story can be a wide variety—from a flat bulletin board, to sheets of bristol board, to a tri-fold coroplast board, to a “real” display board. A table may be involved or not. Regardless, you will want it to tell a clear, easy-to-read and easy-to-understand story.

1

Start with a powerful title.

Choose something that will serve as a “hook” to draw viewers to take a closer look. Use it to announce the focus of your display. Make a statement. Ask a question. Choose a phrase that intrigues.

2

Use large letters that can easily be seen from a distance.

Consider purchasing some of the lettering teachers use for bulletin boards.

3

Keep it simple, neat and organized.

You don't need to share everything. Pick one, or perhaps two aspects of the focus indicated by your title. Omit anything that doesn't help you achieve your purpose. If done once a year for LWMLC Sunday, choose one aspect of LWMLC to emphasize each year. If your board is ongoing, the same can be done, just more often.

4

Use your imagination and make it attractive.

- Use pictures, 3-D objects, colours, graphs, charts or illustrations to achieve your focus and draw in your audience.
- Use coloured paper to create shadows, borders and silhouettes. Be careful with your colour choices. Really bold colours, especially more than one of them together, can be distracting and hard to look at. Use a colour wheel to pick the colours you want to see. You can find many colour wheels online.
- Cut your materials straight. Cutting paper using scissors, even if you've drawn a line in advance, can still not turn out straight. Ideally, cut all your materials using a paper cutter or trimmer.

5

Avoid LWMLC jargon.

Not everyone understands words like “mites” or “society,” etc.

6

Know your facts, making sure they are current.

“Fact checkers” are worth their weight in gold. Nothing harms the image of LWMLC more

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than providing incorrect information should anyone choose to follow-up. The LWMLC website (lutheranwomen.ca) is a good place to start.

Do a mockup, especially if attaching items permanently to a background.

- Do a critical review yourself. Perhaps that is easier if you set it aside for a day or two.
- Ask someone else for their opinion.

Some of the questions to consider: 1) How does it look overall? 2) Is it easy to discover what the intention of the display is? 3) Are there any things that distract from that intention? 4) Are there any misspelled or poorly chosen words?

8

Fasten items to your display so they won't fall off unexpectedly.

Depending on the backing and whether you want to re-use items, you may need thumb tacks, velcro circles with adhesive on the back, or glue. If using glue, glue sticks are the best adhesive but you can also use double-sided tape. Regular craft glue is not recommended as it can show through the paper and be lumpy, causing your display to look unprofessional.

9

Be aware of how you place your board.

When displaying your board on a table or desk, make sure the room's lighting doesn't cast a shadow across it. For a tri-fold, keep the side panels tilted outwards, not at 90 degree angles to the middle panel. You want to make sure the viewers can see all three panels without having to twist their heads into awkward positions.

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Carefully consider other items you might display on the table.

Don't try to show too much. If you have take-away items, mark them clearly or you may lose more than anticipated.

Don't forget to take a photo and enter it in the Bulletin/Display Board Challenge. Send it to vpmemberdevelopment@lutheranwomen.ca before the end of May 2019.