

Brochure Lesson Plan

Create a flyer / brochure that will inform, educate, and persuade people to get the COVID booster .

One way that people learn about places, people, or things that they do not know is by reading about them. But what if they don't have time to read a whole book or they just want a quick overview of the subject? Businesses often use brochures to inform, educate, or persuade—quickly. They use a brochure to grab the reader's attention and get them interested enough to want to know more.

A brochure for a new convenience store might have a map and list of all the locations around town and a brief description of the types of products it sells. The brochure for an Animal Shelter may give facts about abandoned animals, pet overpopulation, and the importance of spaying and neutering programs. A travel brochure may show beautiful pictures of exotic places—making you want to visit that city or country.

These types of brochures tell enough about a place or an organization to get your interest and make you want to know more.

Task

Create a brochure about the Covid-19 booster that informs, educates and persuades people to get the shot . Include at least four key points from the COVID sites to help you create your brochure.

Brochure Checklist

Many of the items in this list are optional. You must decide which ones are appropriate for your brochure.

- Name of Location, Business or Organization.
- Address.
- Phone Number.
- Fax Number.
- Email Address.
- Web Page Address.
- Headline that creates curiosity, states a major benefit, or otherwise entices the reader to open and read your brochure.

- Headline that states the name of the Product, Project, or Described Process.
- Short, easy to read blocks of text.
- Lists, charts.
- Key Benefits (minimum four).
- Features.
- Graphic Image(s) (including purely decorative elements).
- Photographs of product, place, people.
- Call to Action (What you want the reader to do: call, visit, fill out a form, etc.)

Your brochure should be a trifold brochure listing most of the above mentioned features. If you need an example, please see the one attached

[Example of Template](#)

You can use Canva or another design template to create your brochure