

University Ringing



Leaflets

Produced by the CCCBR Young Ringers Workgroup

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1. Content

The content you include in your leaflets will depend on where and when you plan to use them. Leaflets are most useful for handing out at your university's Freshers Fair but could also be used to promote your society more broadly.

1.1 Who you are!

Most students are not so lucky as to be familiar with change ringing and its associated phraseology, so abbreviations (like 'BUSCR') won't help! Keep the title and terminology simple and accessible – anyone should be able to see immediately that you're a university society that rings tower bells.

1.2 Who it's for!

It can be easy to give the impression that your society is only for existing bell ringers when, in reality, most of us are happy for *anyone* who's interested in bell ringing to come along and give it a go. So, make this clear on your leaflet!

1.3 Practice Nights

Provide a time and place for students to give ringing a go! This might be taster sessions at the start of the year, or regular practice nights if you are promoting your society generally. Make sure this information stands out on the leaflet, so people can come along without needing to search for any further information.



Leaving space on your leaflets to write in the date and time of taster sessions each year is a good way of ensuring your leaflets can be used beyond Freshers Week. This is particularly worth considering for smaller societies who don't expect to hand out so many leaflets as it avoids waste and saves you spending extra money ordering leaflets.

1.4 Extra information

Remember that many freshers will be new to the area as well as to the university. Including extra information about your tower's location and how to access it, even if it seems obvious, can be incredibly reassuring. Consider details such as nearby bus routes, train stations or other landmarks.

1.5 Contact details

Make these clear so that anyone can easily reach out if, for instance, they can't make a taster session but still want to be involved. Include any platforms that someone in the society will check regularly. A phone number, an Instagram account and an email address will generally be enough.

2.Design

How you design your leaflets is entirely up to you and some of us will enjoy the design aspect more than others. The one aspect you cannot afford to compromise on, however, is clarity.

2.1 Keep it brief

Whilst you want to include as much useful information as possible, you should avoid being overly descriptive on your leaflet. Try and avoid blocks of text and spread the information out as much as possible to keep it engaging. Every word or image should add value, if the leaflet would convey the same key message (come to our tower!) without a given word or image – remove it!

2.2 Pictures

Pictures are a great way of making your leaflet look more interesting while also giving people an idea of what to expect. A group photo of your society can be good for this as they emphasise the social side of ringing, rather than the technical one.



TIP

When designing your leaflet, consider the actual size of the resulting print (A5 is the standard for leaflets). It's important to make sure any pictures, logos and writing will be big enough to be legible and to adequately space out any information.

2.3 QR Codes

Make use of QR codes on your leaflets! These could link to your society social media page or website. This provides an easy way to access more information without lots of text and can also be very useful if you're running low on copies... [Free QR Code generators](#) are readily accessible online.

3.How to Print

Planning to make leaflets is all well and good, but the practicalities can still be a pain to navigate.

3.1 Where to Design

Any basic graphic design software can do the job, but websites such as Canva (which often include free trials) are particularly good for more detailed leaflets.

3.2 Where to Order

There are many sites online which allow you to order and print custom leaflets (for example; [Vistaprint](#) or [InstantPrint](#)) – look around for the most cost and time-effective option. Make sure you order in advance to avoid paying extra for express production!

3.3 What to Order

Depending on your preferences and/or cost, you could order folded leaflets – these will allow you to put in a lot more information, but may also cost more to produce. Alternatively, you might order flyers; these tend to be cheaper, and easier to read quickly (useful in during Freshers Fair!).

3.4 How Many to Order

This will depend on factors such as budget and the amount of time you're planning to spend leafleting. For a week of recruitment at a Freshers Fair, you can expect to hand out between 500 and 1000 leaflets or flyers. Remember that leftover material can always be put through student letterboxes or placed conveniently around campus.



TIP

Before ordering your leaflets, check online for gift codes or other similar offers. Leafleting websites will often include discounts for first time buyers or free postage with certain orders.

4. Examples

- [Birmingham](#), editable [Canva template](#).
- [Manchester](#)
- [Sheffield](#)

Conclusion

Leaflets are a great addition to any society recruitment effort, especially for the Freshers Fair. Beyond universal advice for designing leaflets, the main thing to consider when advertising a bell ringing society is clarity and accessibility. Your leaflets should be able to encourage anyone with any level of awareness about change ringing that it is at least *slightly* more for them than they first thought, if not the single greatest hobby they will ever take up!