

# COMMUNITY SIGN TEMPLATE



Here are some tips on making community signs that can help expand the reach of your engagement.

Signs are a great way to make your project more accessible to people all over your community. They're also a way to invite people to text message, call, email, or find your project on social media.

Our strategy starts with creating a question that catches people's attention when they are out in the community. If you want a response, we've found that SIMPLE questions that anyone could answer are ideal. If you want to get the community thinking about a specific issue, you can try more complicated questions. Just know the impact might be in somebody simply seeing the sign, not necessarily in whether or not they are moved to respond.

## SIMPLE SIGN

**Why Are  
You Mad?**

**TXT: 504-303-4348**  
or call

 THE LISTENING POST

## ISSUE FOCUSED SIGN

**Example:  
WHAT DO JAILS  
AND PRISONS DO?**

**TXT: 504-303-4348**  
or call

 THE LISTENING POST

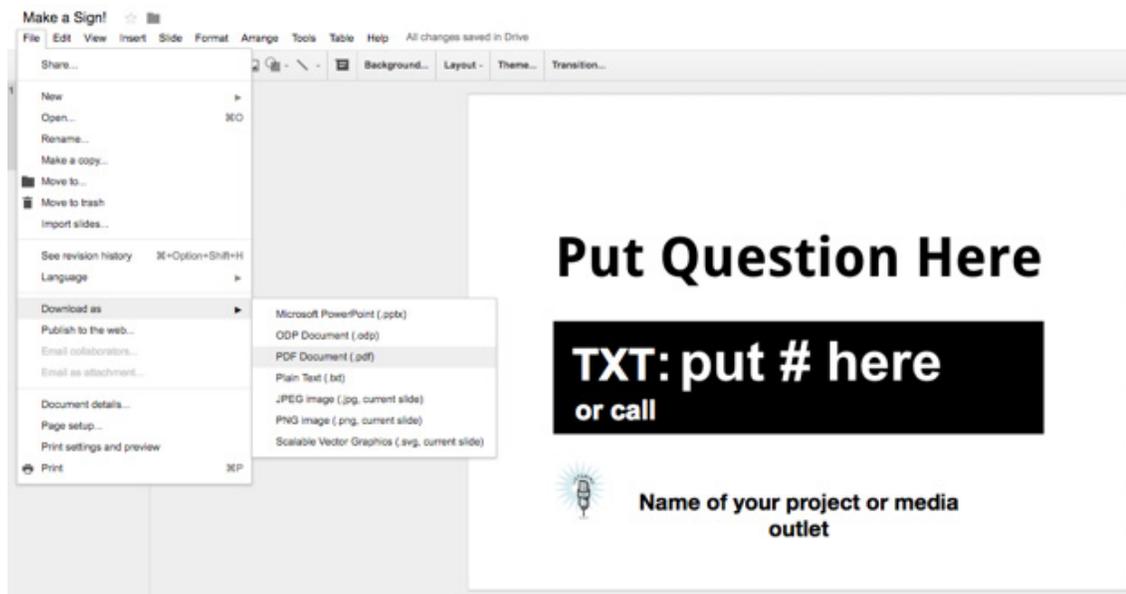
We design our signs in either Google Slides or Powerpoint. Just open up a slide and use that as your blank canvas. You can access [this link](#) to use our template. Make sure you make a copy of our file, then get to work!

## 1. ADD QUESTION

## 2. ADD PHONE NUMBER

## 3. ADD A LOGO OR SOME IDENTIFIER

## 4. WHEN YOU HAVE YOUR SIGN READY, SAVE IT AS A PDF OR JPG FILE.



- To make a campaign-size yard sign, you'll need to take your jpg or pdf file to a professional printer.
- They can either print it for you, or make a transparency, which you can use to silkscreen your own signs! We took our transparencies to a community print shop that taught us how to silkscreen and helped us make our signs.
- The parameters are 18" x 24" or 11" x 16" also works.
- If you're looking for a more simple solution, you can always print these out on a standard sheet of printer paper too.