



*Serving and
Strengthening
Vermont Local
Governments*

How to Use *CalltoLocalService_template.docx*

The template for the tri-fold brochure labeled “Are you ready to serve your local government?” provided by the Vermont League of Cities and Towns

1. Copy the file so you can return to an unchanged version if you ever need to.
2. Open your working version of the Word file. Check Custom Margins: they should be Top 1.35", Bottom 0.5", Left 0.5", and Right 4.25".
3. Everywhere you see brackets around red text [like this], highlight it, brackets and all, replace it with your appropriate information, and make it black. For example, if your municipality is a city, replace [Town/Village/City] with City. Customize the contact information in whatever way will serve your needs best.
4. For the front panel, if you can't locate a good .JPG or .PNG file of your municipal seal or logo (or other symbol), consider using a photo of the outside of your municipal offices, or a Welcome sign at your town line, or perhaps another iconic municipal property. If whatever you have now isn't ideal, you can use it for the short term and only print enough brochures for your immediate need, then get and insert a better image before you print the next batch.
5. When customizing the list of volunteer opportunities, keep in mind that you can also update or change this list before you print a future batch.
6. The red text is the minimum you need to change, but if you are comfortable with Word and want a more distinctive style, feel free to change more: the font and/or the coloring, or add a photo or other image if there's space. If you do this, please be aware of the ways that certain things are laid out:
 - Most of the wording is inside text boxes that have the Wrap Text function set to “In Front of Text”. The exceptions are under “We seek good people to serve the common good”: the two columns of black words on white background are the only visible part of the text flow that underlies everything and holds the invisible anchors of all the text boxes.
 - The horizontal lines above and below “Are you ready...” are just typed underscores, so their size and position are determined by their Font and Paragraph settings.
 - The horizontal lines in the reply form are created by a right tab with an underline leader.
7. Before you print in quantity, we recommend you print one copy two-sided (flipped on the short edge), fold it in thirds, see if the cut lines are aligned directly above each other, and adjust the Word file if the contents of any panels are off center. You might also want to save the file as a PDF, print and check the panel placement again, and use the PDF to make it easy to print quantities from other computers without risking errors (such as unintentionally changed margins or fonts). When printing the PDF, be sure to set the Page Sizing to Actual (not Fit).

If you have any problems or questions, feel free to call VLCT at 800-649-7915.

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