



Polly Klaas® Foundation
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CREATING A FLYER

Please have the flyer templates handy when reading these instructions.

Preparation:

Locate a recent photo of your child. The criteria to consider in selecting a photo for use on a flyer: (Listed in order of importance.)

- ★ Clear and sharp
- ★ Recent picture
- ★ Natural versus formal pose
- ★ Head and shoulders photo is preferred
- ★ Avoid dark backgrounds if possible

A school photograph is better than a blurred candid shot.

Gather all the information you will need for your flyer in one spot and place in a folder. The information needed is as follows:

- ⇒ Date Missing
- ⇒ Height
- ⇒ Weight
- ⇒ Race
- ⇒ Information regarding the place last seen
- ⇒ The clothing the child wore the last time seen, including jewelry
- ⇒ Information regarding the possible destination
- ⇒ Any other information that would help identify your child
- ⇒ Description of vehicle, if appropriate
- ⇒ Date of Birth of child
- ⇒ Build (thin, med, heavy)
- ⇒ Hair color
- ⇒ Complexion
- ⇒ Age of child
- ⇒ Eye Color
- ⇒ Hair Style (length)
- ⇒ Scars or Marks

If your child left with a friend, discuss with the friend's parents the possibility of placing pictures of both children on the same flyer. If the other parents do not wish to do this, consider putting a description of the other child under the information about your child. List the other child as "last seen with". Putting both children on the same flyer may be particularly effective if they are still together--two children are easier to recognize than one.

If this is a family abduction you will need to locate a picture of the abductor for use on the flyer. Collect as much information as you can on the abductor. Using the above check-off list as a guide. *Caution:* Please be aware that unless a warrant has been issued against this person the term “last seen with” should be used on the flyer rather than “wanted”.

Check with the law enforcement agency handling your case to obtain the appropriate phone number to place on the flyer. In addition to the law enforcement phone number, some parents use their number or that of a friend or relative. While this is acceptable, please consider the ramifications: You have to have someone by the phone 24 hours a day. You might receive crank calls in the middle of the night. The stress of taking the calls might be excessive for an already stressed parent.

Procedure:

Locate a photocopy or print shop such as PIP or Kinko’s in your city or town. Take all the information to the copy shop and ask them for assistance. Their personnel will often have experience in producing a flyer. They will either photocopy or scan the picture into a computer for use on the flyer. A friend with a good computer system may also have a scanner and the appropriate program to produce a flyer. Please be aware that you should use a high-resolution printer such as a good laser printer for the best quality print for reproduction. Use your best judgment.

If you do not have the funds to pay for flyers, ask the copy shop if they can give you some free flyers or a reduced rate for reproduction. Consider churches, civic groups, business, etc. as sources for funding for your flyers. Give one to your friends and ask them to have copies made at their place of employment. Use your imagination.

Distribution:

After your flyers are produced, arrange for their distribution. Ask for assistance from family, friends, groups to which you belong, local churches, civic groups, student groups, delivery services (in a college town, try fraternities or sororities). Don’t forget to ask your child’s friends to help you distribute the flyers.

Where you decide to post your flyers depends on the situation. Consider areas where food, shelter or transportation is provided. Post in areas where large numbers of people will see them. Post in places like convenience stores, motels, gas stations, truck stops, bus and train stations, airports, malls and shopping centers, along major thoroughfares, teen “hang outs,” homeless shelters, etc. If you believe your child may be in another geographic area, send flyers to family or friends in that area to post. **Always obtain permission before posting a flyer. Familiarize yourself with the local municipality’s rules and regulations regarding posting flyers in public areas.**

Make sure any law enforcement agencies where your child might be are provided with copies of the flyers for their patrol officers. Ask your local law enforcement agency for

assistance in seeing that flyers are provided to patrol officers. Send copies of flyers to any State Clearinghouses, Child Find Agencies and law enforcement (at least highway patrol or state law enforcement agency) in any states where you believe your child might be found. Check with PKF for addresses of Clearinghouses, Child Find Agencies and law enforcement agencies.

If you are sending the flyer to a different geographic area, you might want to send a cover letter with an explanation why you are sending them the flyer, such as, "may be headed to..."

If you send the flyer by FAX, the picture of the child will not come out well, so follow up with a copy by mail, or consider having the flyer sent out via computer modem.