



CA London Area

Guidance for Groups – How to produce an event flyer or poster

Tradition 4 “Each group should be autonomous except in matters affecting other groups or C.A. as a whole.”

Tradition 6 - “A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose”

This guidance is intended to provide practical help for groups to produce an event flyer that complies with the 12 traditions, as well as the legal and copyright regulations.

It is taken predominantly from existing help within the fellowship, including:

PI committee handbook [Link](#) (page 23)

Statement of Policy in the current C.A World Service Manual [Link](#) (page 14)

C.A Brand Guidelines [Link](#)

Producing a flyer – basic details

- Name of the meeting and the CA District/Area
- Day of week, month, date, time
- Location with full address
- How to get tickets
- Contact info
- What to bring

Producing a flyer – other tips

- Laying out the flyer and presenting the information clearly and concisely will make people want to read it.
- Try to make any images as neutral as possible to avoid exclusion of the grounds of religion, race or sexual orientation.
- Produce a printed and e-version to ensure maximum reach.
- Ask the group committee to discuss and vote on the draft versions.
- If you have any queries, ask your DSR.

Producing a flyer – important matters

- The C.A Logo should be downloaded from the CAWSO website [Link](#) and can be presented anywhere on the document.
- Group flyers should be approved by District prior to being shared amongst the fellowship.
- The tradition 6 disclaimer needs to be included:
“In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization, or institution.”
- Avoid designs that include external organisations or companies’ brands, graphics, logos or names.