Use initial caps to hook readers

This month's artwork includes large capital letters for the entire alphabet. Letters A through C are in the print issue, and D through Z are available online. Go to *www.NewsletterNewsletter.com* and click on the Special Features tab.

These initial caps visually entice people to read the written word. They're also a classy way to transition from a large, bold headline to an article's light text.

Most programs have automatic features that create initial caps. (See your program's Help menu.) To create your own, change the font size of the first letter so it's two or three times larger than the body text. You can also use a different font for the initial.

Here are a variety of ways to use initial caps in church publications:

RAISED CAP

A raised cap is a large first letter of a section of text. The bottom aligns with the bottom of the first line of text, which makes the rest of the letter stick up above the other characters on the line.

DROP CAP

A drop cap aligns its top with the tops of the other characters on the first line. The cap extends down across several lines and aligns its bottom with the bottom of the last line it spans.

ADJACENT CAP

An adjacent cap is a large capital letter that sits in the left margin at the beginning of a section of text.

DECORATIVE CAP

A decorative cap is more ornamental; it may have fancy curves or scroll work in its design.

REVERSE CAP

A reverse cap sits on a colored or darker background shape, such as a square or a circle.

CLIP-ART CAP

A clip-art cap incorporates pictures in its design.

The last three types of initial caps can be raised, dropped or adjacent. *N*

FEATURE: Spotlighting a subscriber's newsletter

Bookmark points to church website

At a community parade last summer, viewers received more than just political flyers and candy. Some church members walked next to their float, handing out bookmarks printed on cardstock with yarn tied through a punched hole. The bookmark contained not only the church's name, contact info, service times and denominational logo but also a QR code that people could scan with a smartphone. QR codes can take people directly to a church's website to learn more about the congregation. This church used a unique code to track the number of hits it received from that parade outreach. (You can generate a QR code for free; type "free QR code generator" in a search engine for numerous options.)

This bookmark is a promotion of Wheat Ridge United Methodist Church, Wheat Ridge, Colorado.

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The Newsletter Newsletter, *23A Market Unit 1, Beaufort, SC 29906-9184*

SCHEDULE

9 AM
Praise Service

10 AM
Education Hour

11 AM
Traditional Service

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