Hello CAN Coordinators!

In the last CAN DO we focused on creating and maintaining a listerv of your state/division members as discussed and requested during our CAN Coordinator meeting at the Special Education Legislative Summit, and this month we will be featuring another requested topic, CAN business cards. Business cards are a way to create a brand for yourself via your role as a CEC CAN Coordinator. This along with your contact information gives way for creating strong connections that will help develop your grassroots network to infinity and beyond. Below find tips for creating the most effective business card and a template to help you design your own CAN business card. You may alter the template as you see fit, be creative!

Effective Tips the Best Business Card

1. **Legibility.** Although it is fun to experiment with different fonts to make your card pop out, be sure to use appropriate and easy to read fonts such as Times New Roman, Arial, or Calibri. Make sure the font is not too big, too small, too ornamental, or too distorted. The design should be based around your logo and the design of the card itself.

2. **Professional vs. Personal Printing.** There is a convenience factor in printing at home and it is recommended if you have a printer with high standard printing capabilities. If this is your first time creating a business card, it might be worth it to go professional to give them that crisp new look as long as it is cost effective!

3. **Branding.** Think about the color theme that will coordinate with your logos included on the business card. Use the CEC logo and your state or division logo. You can find these logos on your state/division website.

4. **Watch the Full Coverage.** Remember you want to be creative but try to avoid full-color text and designs on both sides of your business card. You do not want to completely cover every white space on your card, unless absolutely necessary. You want to stand out but not so much that the card looks disorienting or confusing.
5. **Consider a QR code.** A QR code is a matrix barcode that is readable by smartphones and can be a great way to lead into the CEC website or perhaps your state or division website. A simple Google search for [QR code generator](https://www.google.com/search?q=QR+code+generator) will easily yield many inexpensive and even free options.

**The CAN Business Card Template**

Below please find a downloadable template design for a CAN Coordinator business card. Microsoft Word is a very standard program to use for design but you can consider using other such programs such as Microsoft Publisher, Adobe Photoshop, or even online options that will allow you to upload your template to further design and then order for printing.

Remember, a simple business card will include the absolute basics of your:

- Full Name
- Position - CAN Coordinator (include state or division reference)
- Address
- Email
- Phone Number (Work, Cell, Fax)
- CEC and state and division logos
- Website (CEC or state/division site)

For all intensive purposes, start with the given template as a guide. We have added logos for California state and the TAG division as examples in the template. Keep in mind all the tips from this CAN DO! And don't forget to GET CREATIVE!

[Download the CAN Coordinator Business Card Word Template Here](#)

Questions? Contact Rosie Haller-Kaplan: [rosehk@cec.sped.org](mailto:rosehk@cec.sped.org) or 703-264-9498

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