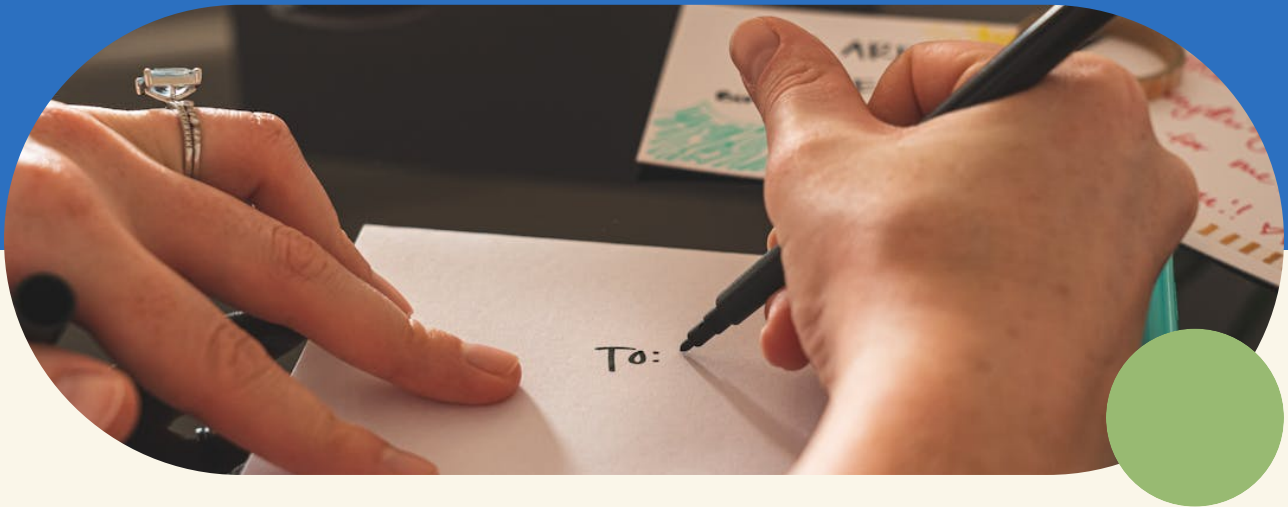


How to Create and Execute a Postcard Campaign



What is a Postcard Campaign?

A postcard campaign is an advocacy effort where individuals write and send postcards to elected officials, decision-makers, or stakeholders to express their opinions, share personal stories, or urge action on a specific issue. These campaigns are personal, tangible, and impactful, showing officials that their constituents care deeply about an issue.

Why Are Postcard Campaigns Important?

- *Personal Touch:* Unlike emails or calls, postcards offer a physical reminder of your message, making it harder to ignore.
- *Visibility:* A stack of postcards on an official's desk creates a powerful visual representation of public concern.
- *Ease of Participation:* Postcard campaigns are simple, accessible, and easy for a wide range of people to join.
- *Collective Action:* When done in large numbers, they amplify voices and demonstrate widespread support for a cause.



Steps to Create and Execute a Postcard Campaign

1. Define Your Goal

- Be clear about the purpose of your campaign. Are you advocating for a specific bill, policy, or action?
- Example: "Encourage Senator X to support the Clean Energy Act."

2. Identify Your Audience

- Determine who needs to receive the postcards. This could be:
 - Local, state, or federal elected officials
 - CEOs, board members, or other stakeholders in your cause
 - Community leaders or decision-makers

3. Craft a Clear Message

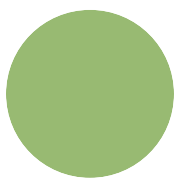
- Keep the message concise, respectful, and impactful. Include:
 - A brief introduction (e.g., "I'm a constituent from [City, State].")
 - Why the issue matters to you (personal story or data point)
 - What you want them to do (specific action or vote)

Example Message:

"Dear [Name], as your constituent in [City], I urge you to vote YES on the Traumatic Brain Injury Reauthorization Act. This act provides vital services to the brain injury community and ensures that state-level services can continue and national surveillance and research preserve. The brain injury rely on the programs in the Reauthorization Act and we need you to stand with us.

4. Design or Purchase Postcards

- Use eye-catching designs that represent your cause. You can:
 - Purchase pre-printed postcards
 - Create custom designs with your message and branding
 - Use blank postcards for handwritten notes



5. Gather Participants

- Recruit participants through:
 - Social media and email campaigns
 - Community events or advocacy meetings
 - Schools, workplaces, or partner organizations

6. Provide Clear Instructions

- Create a simple guide for participants:
 - What to write
 - Where to send the postcards (addresses provided)
 - Deadline for sending

7. Organize Postcard Writing Events

- Host in-person or virtual events where people can write postcards together.
- Provide materials (postcards, stamps, pens) and sample messages for inspiration.

8. Collect and Send Postcards

- Decide whether participants will mail their own postcards or if you'll collect and send them in bulk.
- If mailing in bulk, use a single address to gather all postcards, then send them to the intended recipients.

9. Follow Up

- Track your campaign's progress:
 - Share updates with participants.
 - Follow up with recipients to reinforce your message.
 - Celebrate milestones, like reaching a specific number of postcards sent.

Impact of Postcard Campaigns

- **Raises Awareness:** Decision-makers become aware of the urgency and scope of the issue.
- **Builds Pressure:** A flood of postcards shows widespread public support, encouraging officials to act.
- **Engages the Community:** Participants feel empowered by contributing to meaningful action.
- **Tangible Results:** Postcard campaigns have influenced votes, changed policies, and sparked critical conversations.

Remember: Your Voice Matters!

Postcard campaigns are a powerful way to bring people together, amplify your cause, and make sure decision-makers hear directly from their constituents. By organizing and executing a well-planned campaign, you can drive real change!