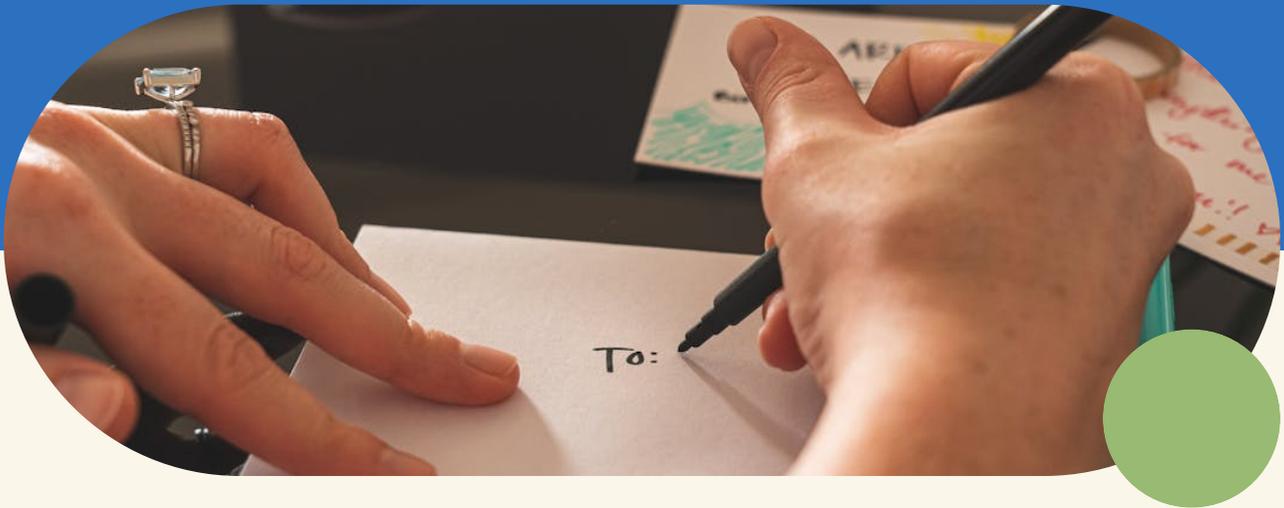


# How to Create and Execute a Postcard Campaign

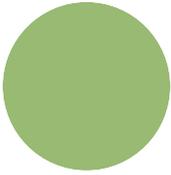


## What is a Postcard Campaign?

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

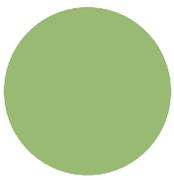
- Keep the message concise, respectful, and impactful. Include:
  - A brief introduction (e.g., “I’m a constituent from [City, State].”)
  - Why the issue matters to you (personal story or data point)
  - What you want them to do (specific action or vote)

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!