Postcard Campaigns for Policy-Makers

Policy-Makers make the decisions that affect our lives. One way to reach out to the ones who make decisions about YOUR issues is to organize a Postcard Campaign. Together with other like-minded people, you can amplify your voices and elevate your advocacy!

Here are some tips for organizing an effective campaign:

1. Recruit a group of friends, family and community members who share concern about your issue.

Or if you want work through a **school group**, find a supportive adult sponsor. Get permission to use the name of the school group on your postcards.

2. Research your issue using reliable resources.

3. Identify the policy-maker(s) who will receive your postcards. Find your legislator(s) **here** or see the LWVPGH's **Your Government Officials** for links and contact information of local, state, and federal officials.

4. Decide on the message with your team. Make sure to **include your "ask"** and request a response. **Return addresses** must be included, whether it is your own or a return address identified by your sponsor at school.

5. Get creative and design your postcard. If you can raise funds for this project, consider using a graphics website. Another option is to use blank postcards and design a template that all of the team will copy.

6. Schedule your postcard writing session(s) and make it fun! Find supportive organizations that will cover the postage costs and ask volunteers to attach a stamp to each postcard.

7. Mail your postcards. You will probably have to visit local post offices. Postal workers will be helpful if you have questions.

8. Collect data: number of volunteers on the team, total number of postcards sent, number of legislators contacted, number of responses received.

Congratulations! You have advanced your advocacy with this Action Civics project!

Sources: Adapted by the League of Women Voters of Greater Pittsburgh using source materials from the Consumer Health Network and the PA Youth Advocacy Network Toolkit