

How a Small Group of Enthusiastic People Can Do a Personal Postcard Campaign and Start Mailing Postcards Within a Month

- 1) Check your database to see how many postcards you want to send out.
 - Filter your DA database to find how many members you have who vote in battleground states *and* who have not done VFA in 2020.
 - Country Committees have used these 11 states: AZ CO, FL, GA, MI, MN, MT, NC, OH, PA, WI. You might add more given recent political developments and the political judgment of members of your team.
 - Another idea is to filter your DA database to find how many members are "no-email" or "no-phone". You might want to send to all of these or just to battleground state voters.
 - Note: If you think you can produce more postcards than you have names on your list, please consider sponsoring another country without a committee rather than sending postcards to your members who vote in reliably blue states. Many countries have less than 100 or even less than 20 members voting in battleground states. A special solidarity message from your country to theirs could be included, for example. One individual might even want to sponsor a country with only a few voters. Please let me know if you are doing this so we don't duplicate.

- 2) Order black ink postcards from a printing company. There is no need to visit a printer's physical location.
 - The cost is likely 5 to 10 cents per postcard, depending on quantity.
 - Email the artwork for each side of the A6 postcards (files attached below) to the printing company.
 - Use the printing specifications in the file attached below.
 - Printing companies can print and ship to one or more locations. In Germany we used the company FlyerAlarm and shipped to several locations from a single order.

- 3) Add your specific delivery and contact information to the Instruction Sheet.
 - Make sure everyone getting postcards gets an instruction sheet either as a physical sheet or clearly in an email. People are very creative, but not everything people think of will be appropriate or useable! (The elaborately colored postcard with the message "Let's do it at the polls!" comes to mind here.)

- 4) Decide your distribution strategy depending on the numbers of people and their locations.
 - Perhaps ship from the printer to one or several people who then distribute locally, mail out packages of postcards, or serve as a location for people to pick up packages. Include Instruction Sheets and a brief encouraging, hand-written note.
 - In Germany, for example, we were able to hand out a lot of postcards at our AGM and GPP events to start. Now we have communicated to our members via email with a link to a GoogleForm for people to use when requesting postcards to color. Their contact data is

automatically collected in a database with the number of postcards requested. Then we mail the postcards out. We follow up periodically with encouraging emails.

- In London, for example, given that traffic is unusually light now, postcards have been distributed by someone just driving around and putting them in mailboxes. That could be an easy, inexpensive solution for many cities and towns.

5) Send out a brief, inspiring email describing the campaign and how people can get involved.

- If you expect more than a couple dozen people, a GoogleForm could come in handy. If you expect fewer, a simple spreadsheet could be simplest.

- Feel free to use my "Stay Home and Color" graphic or add other inspiring, colorful additions.

- A list of "Inspiration for Coloring" is attached that you might want to use or excerpt.

- A pdf of my presentation to the EMEA ExCom and a link to the YouTube of my presentation at the DA Germany AGM might be useful.

- For Country Committees or Chapters with many members: you might find it helpful to organize "Squad Leaders" or "Team Leaders" as in the UK. Each leader committing to returning 100 colored and stamped postcards by either doing them on their own or by leading a small group.

6) Receive postcards at a central location and send thank you emails.

- Consider attaching photos of masses or stacks of postcards or encouraging messages spelled out in postcards. Please let me know of what creative ideas you come up with!

7) Mail postcards and celebrate!

- Check for appropriateness and highlight important instructions if necessary.

- Print out labels, affix them to postcards, and affix stamps.

- Mail all at once or in stages as the postcards come in. It is very motivating to people to hear that the postcards are already getting the mail.

- Celebrate and spread the news to your team!