

## Tips for Advocacy Campaign Postcards

### Printing at home

1. Packages of 100 postcards (5 1/2" x 4 1/4") are currently available at Staples for \$15.99 plus tax. They do not sell single sheets.
2. To print at home, place one or several sheets into your printer.
3. Go to the GRAN website and access the postcard template you wish to print from the appropriate Campaign page.
4. Print page 1. When completed, remove printed sheets, **reverse and turn upside down** and place back in the printer. Print page 2 on the reverse side.
5. Separate the four postcards along the perforation.

**Helpful hint:** We suggest doing a test copy first with a sheet of 8 1/2" x 11" paper to ensure the orientation of front and back of the postcard is correct.

### Printing done by a print shop

1. Save the Postcard template from the GRAN website onto a memory stick.
2. A store such as Staples can print off multiple copies in colour or black and white on #65 Cardstock. (20 Postcards in colour currently cost \$7.22 plus tax.)

**Note:** Some printing businesses can also receive printing jobs via email. Just download the post card template from GRAN's website onto your device and then attach the file in an email to your local print shop, specifying the number of copies, type of paper (cardstock), and colour or black and white printing.

### Distributing Post Cards at Public Events

Many GRAN groups across the country find that if they take responsibility for collecting and mailing in the cards (rather than just handing them out and having individuals walk away with them) it is easier to ensure that they have been signed and sent. If, for example, you are taking post cards to a community meeting or farmers' market table, simply have people sign the cards and then deposit them in a basket for you to collect, count, and then put in the mail. (Remember, mail to the House of Commons goes postage-free so there is no cost in taking this on – other than the initial printing costs, of course.)

GRAN always likes to know how many cards have been sent. This helps us track each advocacy campaign's effectiveness. Once you've mailed in a batch, please send a short email to GRAN at [grandmothersadvocacy@gmail.com](mailto:grandmothersadvocacy@gmail.com) with the total number of cards sent and the community you live in. Thank you!