

Tips for Advocacy Campaign Postcards

Printing at home

1. Packages of 100 postcards (5 ½ " x 4 ¼ ") are currently available at Staples for \$19.49 plus tax. They do not sell single sheets.
2. To print at home, place one or several sheets into your printer.
3. Access the postcard template you wish to print from the GRAN Action email or Campaign page on the website.
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 8½" x 11" paper to ensure the orientation of front and back of the postcard is correct.

Printing done by a print shop

Save the postcard template onto a memory stick to take with you to the print shop. A store such as Staples can print off multiple copies in colour or black and white on 65 lb. cardstock.

Some printing businesses can also receive printing jobs via email. Just download the postcard 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. (Although more expensive, colour printing is preferred for greatest impact.)

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, 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 info@grandmothersadvocacy.org with the total number of cards sent and the community you live in. Thank you!