

## Citizens' Campaign for Commercial-Free Schools

### Leafletting TIPS

THANK YOU for volunteering to leaflet/flier for CCCS! You are making a very valuable contribution to the campaign!

The goal of CCCS leafletting is to alert the individual to our issue and interest them in looking at our website, and ultimately, adding their name to our sign-up sheet. Here are some common-sense tips that will make your experience more successful--

|     | DO   | DON'T  |
|-----|--|--|
| 1.  | Give a copy to the event <b>ORGANIZER</b> when you arrive, and to the main talent/speaker if at all possible       | Make the event organizers wonder who you are and what you are up to  |
| 2.  | <b>STAND</b> with a partner at both sides of the entrance, if possible, where you can be seen—arriving early helps | Get lost in the crowd  |
| 3.  | Say something brief to get their <b>ATTENTION</b> , e.g. "Hi, Junk Food in Schools?"                               | Stand there silently   |
| 4.  | <b>ACTIVELY</b> reach out and hand people a flier  | Stand there holding the fliers and hope they'll take one from you  |
| 5.  | <b>SMILE</b> and enjoy the experience  | Feel embarrassed or intimidated—you are doing people a great service!  |
| 6.  | Give the fliers to people who <b>WANT</b> them   | Force fliers on people who will just throw them away without looking at them                                       |
| 7.  | Point people to our <b>WEBSITE</b> if they have questions/concerns   | Argue with people—takes up time you could be distributing more fliers!   |
| 8.  | Get names and <b>CONTACT INFO</b> of people who are really interested  | Let them get away! ☺   |
| 9.  | Give a flier and get contact info and lit from any other <b>GROUP</b> who is leafletting there!                    | Miss a great opportunity to expand our coalition of organizational allies...                                       |
| 10. | Stay <b>POSITIVE</b> —about 1/3 will ignore you, 1/3 will say no and 1/3 will take a flier and may even thank you! | Get discouraged—people are busy and have other issues. This gets our message out to those who are ready to hear it |