



MOTHERS OUT FRONT

MOBILIZING FOR A LIVABLE CLIMATE

MOTHER'S DAY POSTCARD INSTRUCTIONS

This is a worksheet to assist your team in the creation of instructions for the Mother's Day postcard campaign. Share these instructions with your volunteers to help them implement the plan.

To have the most impact on the decision maker, you should collect the postcards as you get them signed. Then you should take the postcards and deliver them as group directly to your target. Not only will it create a great visual it will allow you introduce yourself to the decision maker.

Target: *Your team should identify a target that best fits your campaign. It is suggested that your team choose one target for the maximum impact.*

In-person Delivery: *Collect postcards as they are signed. You set a date and time to meet as a group to deliver the cards. It is good to call your target to give him or her a heads up that the delivery is happening. Take pictures as you deliver the cards and tweet/ post them. Also, send a photo to the local media with a caption identifying everyone in the photo.*

Address: *Provide the mailing address for your target so everyone has easy access to it.*

Timing: You should deliver the cards at the end of the week before Mother's Day.

Social Media: Please take photos of people—including mothers and children—filling out and sending postcards! Tell the story to the world of your holding elected officials accountable by taking photos your post card delivery visits and sharing them on social media.

- o **Mothers Out Front:**
 - **FB:** @mothersoutfront
 - **Twitter:** @mothersoutfront
 - **Hashtag:** #MothersProtectChildren #MothersDay

For more details on how to use Social Media, please check out our Social Media Guide at:
http://www.mothersoutfront.org/2017_mothers_day

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