

TAKING EQUALITY TO THE STREETS!



Campaigning for marriage equality at street stalls, train stations and shopping centres

Congratulations on signing up to take the campaign for marriage equality to the streets! Leafleting in public is one of the best ways to speak to as many people as possible to get out a yes vote! The people you're speaking to generally won't have a lot of time to chat, but will usually be happy to hear what you have to say, take a leaflet and maybe sign your pledge sheet.

What you need to bring

- **Flyers and pledge sheets**
- **Table, table cloth, clipboards and pens** - *if you're campaigning at a train station, set up a table in view of how many minutes it is until a train arrives to maximise the number of petition signatures you'll get.*
- **A-frames with marriage equality signage** *if you have them. It's fine if you don't!*
- **T-shirts** *if you have them.*

Before you start

Set up your A Frames and tables to allow you to best reach people approaching the train station, shops, or wherever you've set up. Allow enough space for people to stop and speak to you without blocking thoroughfares. Use your judgement, but try to cover as many positions as possible with yourself and anyone helping you.

Introduce volunteers to each other - we're volunteering for an important reason, but that doesn't mean we can't have some fun! Getting to know who you are volunteering with not only makes the activity more enjoyable, but means everyone is more likely to come back and help out again next time.

Brief everyone and explain clearly what to do. The single best thing you and your team can do is get people to pledge to vote for equality and, if someone seems enthusiastic, to ask them if they can help out in the campaign. If they will, put a tick beside their name and your contact person can follow it up.

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Speaking to the public

DO

- Say hi to people as they are coming towards you and step forward with material. Use a short phrase to get their attention
- Ask people to sign the Vote Yes pledge
- Encourage people to volunteer if they are enthusiastic.
- If someone from a train station, shopping centre or anywhere else tries to move you on, be polite and speak to your contact person

DON'T

- Heckle or pursue people who indicate they are no voters or against marriage equality.
- Spend too much time chatting with equality supporters unless they're prepared to help volunteer
- Continue conversation with anyone who is irrational or rude.

After the event

The campaigning for marriage equality doesn't end once you've left for the day! There's a lot more you can do to amplify the message and encourage other potential volunteers to get involved.

Take photos: this campaign needs positivity and we love seeing the photos of your amazing activism, and they are even better when you get in the shot too.

Facebook: www.facebook.com/UnionEqualLove/
Twitter and Instagram: #marriageequality and/or #yesequality

Sign up for another event: check out weareunion.org.au/when to find out what's happening next, and get a friend to sign up with you.

Returning the petitions: Take a photo of the petition pledges and send to your contact person so they can capture the details and make sure they submit their ballots! They can also follow up with anyone who says they want to help out!

Contact

If you have any questions or concerns before, during or after the event, contact:

NAME: _____ PHONE: _____

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