

POST CARD WRITING AT A DKG MEETING

1. Introduce the topic:
 - Legislators pay attention when they receive communication about a single issue
 - Staffers keep track of emails, postcards and letters received
 - Letters and postcards are tracked – ten or more communiques on a single issues grabs the legislator’s attention
 - Letter take months to be cleared whereas postcards take only a few days
2. Bring a variety of post cards or use the US Forum postcards
3. Choose a few (2-3) of the issues your members are concerned about.
If possible, have some information about the issues (maintain neutrality)
4. Have members brainstorm ideas/ talking points about the issues for about 10-15 minutes
5. Include personal stories in the brainstorming
6. Keep the brainstorm list visible to members
7. Give them 10 minutes to write their card
8. Collect and mail the post cards (Tip: use pre-printed labels)

POST CARD WRITING TIPS

- Center your message and leave a finger’s width at the top and bottom of the postcard
- PRINT legibly; avoid cursive if possible
- Messages must be brief and to the point
- Messages with some personal story have impact – don’t just have everyone copy the same message
- Postcards will get through the mail system, while mailed letters will be inspected and delayed for up to six months

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