



Pssst... Pass it on!

Using flyers to spread the word about wildlife conservation

Why flyer? Distributing flyers is a great way to connect people in your community with opportunities to help make your corner of the world a better place for wildlife. It's one of the simplest ways to reach a lot of people about issues you care about – and give them the information they need to get involved.

What are flyers good for? You can use flyers to raise awareness about a specific wildlife issue or environmental concern in your community or to promote a local event that you're organizing or plan to attend (like a clean-up day, a town hall meeting with your elected officials, or a Defenders-sponsored event).

For example, in addition to promoting events, Defenders has organized successful volunteer flyer drops to:

- Encourage Californians to designate a portion of their state taxes to help fund sea otter conservation;
- Spread the word about anti-wildlife ballot initiatives across the country;
- Urge beachside residents and businesses in Florida to turn down their lights when sea turtles are nesting;
- Ask Alaskans to secure their trash cans to discourage bears from coming into conflict with humans

What you'll need:

- **Flyers.** Check out our templates at www.defenders.org/flyertemplates. **Tip:** Print them on bright paper.
- **Supplies.** Bring scissors and a roll of tape, a stapler or thumb tacks.
- **Time.** Set aside a couple of hours to blanket your area.
- **Goals.** Setting and reaching goals will give you a sense of accomplishment when you're finished.
- **Friends.** Recruit some of your nearest and dearest to help you cover more ground – and have more fun.

Where to flyer: The goal is to get as many people as possible to see your flyers, so seek out high-traffic places like...

- Grocery stores, gyms, coffee shops, restaurants, hair salons, bars, libraries, book stores, music stores, community or campus centers, churches, apartment buildings, dorms, the break room at work
- Telephone and light poles near popular pedestrian or traffic routes
- Public transit stops, especially bus shelters and subway stations
- **TIP:** Look for bulletin boards or designated areas for flyers and ads (usually near exits).

A few rules to live by:

Ask permission. If you're not sure whether or not you can post your flyer in a public or privately-owned area, it's a good idea to ask first. The laws for posting items on public property -- like telephone poles and bus shelters -- vary from place to place. Look up the laws in your area to be on the safe side.

It is **ILLEGAL** to put flyers (or anything else) in *anyone's* mailbox. If you want to distribute flyers to your neighbors, your best bet is to slip them under their front door or post them in a communal area.

For more information, check out the Community Activism section on our website at:

www.defenders.org/actlocal

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