



PICKING A GOOD SPOT

- **Find a busy, public place to get started.** Leafleting is all about spreading the word, so you'll want to have lots of people to share your message with! As a general rule, public sidewalks are fair game for leafleting. If the public can walk there, you can leaflet there!
- **Stand in the middle of the sidewalk or foot traffic flow.** This will give you the best ability to reach the most people, and it will make you hard to ignore.

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DISTRIBUTING LEAFLETS

Distributing leaflets is a great way to get the word out about your campaign and to find potential supporters. Luckily, it happens to be one of the easiest ways to spread the word, too!

All you need is 15 minutes, a stack of leaflets, and a bustling public place to get started.

It's common to feel a little uncomfortable when putting yourself out there, but try to push through and **remember why you're out here—because your community's health matters!** Sometimes it can help to have a friend do it with you too.

Here are some more tips for effective leafleting.

ALL ABOUT BODY LANGUAGE

- **Make taking the leaflet easy** for them by taking a small step toward the recipient, leaning toward them, extending your arm fully, and placing the leaflet near their hand. Then they will be far more likely to take it!
- **Smile and say hi!** People are far more likely to take information from somebody who is friendly than not.

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WHAT TO SAY

- **Use a quick line**, like "Better school lunches for kids" or "Info to help patients" so people know what they're grabbing.
- **Respond with a kind "Have a nice day" if folks say no.** That way, the next people will still see you as friendly and be interested in taking your information.