

## Producing campaign materials



>Producing campaign materials

>There are a number of materials that can be produced to support your campaigns:

- **Leaflets** inform large numbers of people about your campaign, invite them to get involved and/or donate money
- **Newsletters** give a regular update on the progress of the campaign and flag up forthcoming activities
- **Posters** advertise forthcoming events or simply make a point
- **Websites** can reach a wide audience
- **Petitions** underline the strength of feeling about an issue

### General tips

- Try to give different publications which relate to the same campaign a consistent look and strong identity
- Communicate a sense of urgency and importance while sticking to the facts
- Make sure publications are written to appeal to a wider audience than your existing supporters

### It is a good idea to have:

- One person coordinating the production of campaign publications
- A small group agreeing actual text
- A full group at the initial stages discussing what to publish and when

### Detailed tips

## Leaflets

- No larger than two sides of A4, often folded and with graphics/photographs
- Glossy, well designed leaflets will be costly but can be a worthwhile investment
- They should summarise the reason **why** the campaign has been launched, **how** people can help and **how** people can get in touch with your group

## Newsletters

>Newsletters are a good idea for a long-running campaign.

### They should:

- Be two-four pages and produced at regular intervals, usually quarterly
- Summarise campaign progress, highlighting any successes or major threats
- Promote forthcoming events, meetings and other activities
- Suggest at least one action which the recipient can take in support of the campaign
- Include details on how to get in touch

## Posters

>Posters should use a very small number of words and contain graphics or photographs to create a strong impression.

### They should:

- Summarise campaign progress
- Highlight any successes or major threats
- Promote forthcoming events, meetings and other activities
- Suggest at least one action which the recipient can take in support of the campaign
- Include details on how to get in touch

## Campaign websites

>Keep it brief.

Keep it simple.

Information needs to be kept current and updated frequently to attract repeat visitors.

## Petitions

>As well as demonstrating the strength of feeling on an issue to decision-makers, a petition can help recruit people to your cause.

### Example of what to put on a petition:

- Base the petition on a single, simple proposal
- Include a box for people to tick if they would like more details on the campaign
- Address the petition to the key decision-maker
- Publicise the handing over of the petition to the decision-maker
- Give space for people to write their contact details for follow-up work ( *if these are to be stored, you need to comply with the [Data Protection Act](#)* )

## Checklist for production of publications

- Establish the purpose/objectives of the publication
- Establish target audiences
- Decide on the number needed
- Decide when needed by
- Use graphics where possible
- Identify design and printing options and allow sufficient time for this
- Consult a wide group of people about content
- Check final draft carefully
- Ensure contact details are included
- Do a health-check for libellous comments
- Organise circulation of publications, such as hand-delivered mail drop for leaflets or putting up posters in time with a specific event

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### **Planning Help is a project of the Campaign to Protect Rural England**

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