



LEAFLETING

WHY WE DO IT AND HOW TO DO IT

LIBERAL DEMOCRAT NEWSWIRE CAMPAIGN GUIDE #2

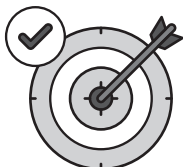


WHY LEAFLET?

Leaflets are still the bedrock of campaigning because they're a great way to **REACH NEARLY EVERY VOTER**, even when we don't yet have data about them.

DOES LEAFLETING WORK?

IT DOES INDEED! Leaflets can combine with other campaign tactics brilliantly, but the research shows that even on their own, they can have quite an impact.



See an example of the evidence at markpack.org.uk/159114/leaflets

HOW MANY LEAFLETS TO LEAVE?



Sometimes multiple properties share a letterbox. A good rule of thumb is to leave as many leaflets as there are properties, up to a maximum of **FOUR**.

FINDING LETTERBOXES

These can be harder to find than you expect! Watch out for a building with **LETTERBOXES IN MORE THAN ONE PLACE**, such as on both a front door and then a side door for another flat. Look at how many meter cupboards or bins are out front - that is often a good clue to more flats being around the corner.

TACKLING LETTERBOXES

Some are remarkably hard to use, especially those with double flaps and brushes. Don't put your hand all the way through. **VERY RARELY, A DOG IS SILENT AND AGGRESSIVE.**

You might find it useful to take a spatula with you to help get the leaflet through the letterbox.

TRY NOT TO SCRUNCH UP THE LEAFLET

Gently bending or rolling up a leaflet so it can flop open again when it hits the doormat is best.

MAKE SURE THE LEAFLET GOES ALL THE WAY THROUGH.



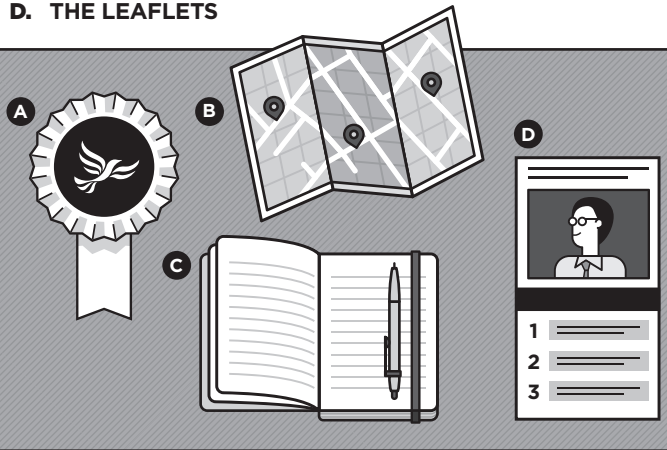
'NO JUNK MAIL' SIGNS

These are often frustratingly vague. So read the sign carefully and bear in mind that experience shows people with such signs are usually happy to receive our leaflets.



WHAT YOU NEED

- A. BADGE or STICKER** (optional)
If you're happy to wear one, it's a really useful extra bit of publicity for us.
- B. MAP** showing you where to go.
If you're delivering unaddressed items, you should also get a more detailed list of precisely where to deliver.
- C. A NOTEBOOK**
In case you spot casework, meet someone who refuses the leaflet or otherwise pick up useful information.
- D. THE LEAFLETS**



AND REMEMBER...

DON'T WALK ACROSS THE GRASS, LEAVE DOORS AND GATES AS YOU FOUND THEM, AND REMEMBER THE SENSIBLE BASICS OF PERSONAL SAFETY.

If you're doing a block of flats, start at the top and work down so you're unlikely to find yourself with someone between you and the exit.



FIND OUT MORE

PARTY BELIEFS

Take a look at: markpack.org.uk/libdem-beliefs

CAMPAIGNING

Read Ed Maxfield and Mark Pack's *101 Ways To Win An Election*



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