

Postcard Campaign Instructions

The postcard campaign is a MN TRIO advocacy effort we ask you have your students participate in. We have found that our Senators and Representatives want to hear from our students and listen when they declare how TRIO has helped them be successful in attending college! We ask that each program do this at least once/year. Ideally, twice/year. Remember, we MUST all do this advocacy or TRIO will not exist!!!

1. Remember, no federal funds can be used to mail or print the postcards.

100 postcards are included in this packet along with four sheets of labels (Senator Smith, Senator Klobuchar, President Trump and your District Representative) that can be used on the blank postcards. If you need additional postcards a jpg postcard template had been emailed to you when you signed up for your month. The cost to print the postcards is minimal. However, if your program has no way to print these without using federal funds, contact Lauren Erdman (lauren.erdman@anokaramsey.edu) and she will send you additional postcards.

Postcard packet envelopes can be picked up and completed postcards can be delivered to staff at the five events below. Coordinate your request with Lauren Erdman.

1. TRIO Work Day-December
2. Northern TRIO Day—February*
3. Southern TRIO Day-March*
4. Adult College Leadership Day—April*
5. MN TRIO Annual Conference—April

*Postcard signing tables will be set up at each student event.

2. View the You Tube MN TRIO Postcard Writing video

https://www.youtube.com/watch?v=cp_2KN8AjZY

3. You can make a large poster board poster with instructions, “Sample Postcard Examples” (included in your postcard packet) and addresses for our elected officials for your students to follow.

The goal is for each student to complete four postcards to:

1. President
2. Senators (2 cards) of the state where they live
3. Representative of the district where they live

Help your students find their Representative or Senators of the district and state where they are from if they do not live in MN. Addresses can be found at

http://www.senate.gov/general/contact_information/senators_cfm.cfm

<http://www.house.gov/representatives/>

4. Help the students write the post cards.

1. Put the recipients address label on the front side, which has the TRIO logo.
2. On the back, write a formal greeting and include:
 - a. The college and TRIO program they are from.
 - b. A few sentences on the importance of TRIO in their lives (ex. one thing TRIO has done for them; what would have happened if they did not have TRIO; stating they are the first person in their family to go to college and what that means for them).
 - c. Ask each Senator/Representative to please continue their support of TRIO programs.
 - d. The student signs their name and includes the address/city/state where they live.

Common errors—they do not put their own address on the card. They must do this! Another error—using informal greeting. For example, we saw some, “Hey Al, Please support TRIO” when we did the TRIO Day postcard campaign. If you find these, they need to be thrown away. ☹

- 5. Review the postcards.** Discard any that are not appropriate. Sort the remaining postcards so that all of the ones going to Senator Klobuchar are together, Senator Smith together, etc. Bind them in groups with a rubber band.

- 6. Box up all of the postcards and send them to:**

Kim Jones
Council for Opportunity in Education
1025 Vermont Avenue, N.W. Suite 900
Washington, D.C. 20005-3516

The cost to mail the postcards to Kim Jones at the Council for Opportunity in Education is also very minimal when they are sent as a packet. We sent over 600 postcards for only \$8.00. Again, if your program is unable to fund this cost without using federal funds, please contact Lauren Erdman.

- 7.** Please email Lauren Erdman (lauren.erdman@anokaramsey.edu) with the number of postcards your program generated for the week. THANKS so much!! We are TRIO!!