



## Campaign publicity – leaflets



Your group has been tasked with producing leaflets for your pressure group to give out at events, on the street and post through letterboxes.

### What you need to consider

- What are the core messages of your leaflets?
- Are your leaflets attractive enough to draw people's attention, and detailed enough to give them information?
- Do your leaflets have information about how readers can get involved? Do you want volunteers, supporters or money?