

CARD CAMPAIGN

SAVING DEMOCRACY ONE CARD AT A TIME

THE IN-BETWEEN-TROVERT'S GUIDE TO CARD DISTRIBUTION

Perhaps you fall between the introverts and the extroverts. You have no interest in pushing your way through a dense crowd to get to the front of a stage at a concert, no matter how much you love the band. Nor do you hide in the corners at a party hoping nobody approaches you: you do like conversation, though you don't always know how to initiate it. You are generally lawful, though you are not averse to a little risk-taking as long as no harm to persons or property could occur.

Libraries, community centers, and churches: You are so polite you ask permission

Almost always, these spaces have an area where you can place your cards. But they require an ask-first.

At the library, start at the main desk. If there's a bulletin board, put two cards up so both sides show. (Carry a few push pins.) If it's a counter or table, put down just a few. Plan to pass through in a few days or a week and see if stock needs replenishing.

Community centers vary. Athletic centers are probably not a good fit for our grassroots political campaign. General-purpose centers likely suit our purposes very well. They will have a place to put the cards, and the general or operations manager may be willing to suggest good times to pass out cards and have conversations. You will be surprised how often people in these places are helpful: They are, after all, community centers.

Churches also vary in how much they function as community centers and how open they are to political matters, so you may need to do some research. Unless they are very small, they will have a business manager. Respect that person's role as gatekeeper and talk with them first.

Borrow from the extroverts: Adapt the Event in a Park Party for art and wine shows and food fairs in the park

In-betweeners do have the capacity to talk with strangers.

The idea of talking to a stranger may both give you some butterflies and also get you a bit excited. This is an opportunity to experiment with having a conversation without forcing or making a point. Yes! That's right, there will be no point-making. You will be practicing engaging in conversation to learn about this new person you are approaching. After that, possibilities may abound.

Art, wine, and food fairs have one thing in common—happy people ambling about snacking, drinking, looking around, and relaxing. When you find yourself standing in a line to purchase something, strike up that conversation. If it's an art show, ask someone if they are shopping for something for themselves or for a gift. Boom, the conversation is off and running. Most people love to talk about themselves, so let them. If, and only if, you feel a connection is made (you know what that feels like so don't rush anything), pull a card from your shoulder or handbag, offer it, and simply say, "When you have a free moment, take a look at this." Say "It's been a pleasure to meet you," and head off to do this all over again.

You may be asking, why go to this much trouble just to hand out 5-10 cards? Because the connections you make here can lead to bigger things. You could:

- make a lifelong friend
- profoundly change someone's mind
- learn something new yourself
- spark someone's interest in learning and spreading facts
- help make the campaign more positive

Each card will have a QR code linking to the website and source material.

**As always, if you need help or a question answered,
write info@bigwin2024.com**