



Blizzarding

What is “Blizzarding?”

“Blizzarding” means flyering or delivering information sheets to help bring an important message or issue to the attention of more people and leaders in your community.

Why Blizzard?

There are two key goals to blizzarding:

- **Spreading the word:** Blizzarding can help create awareness of an issue and educate folks about its importance to the community by providing them with important information. It’s a strong and effective way to get a message out.
- **Encouraging Community Members to get involved:** Blizzarding is a great way to promote a message of encouragement and persuasion or to publicize a related activity. You can, for instance tell people about a voter registration activity or about a public meeting about how to become more civically engaged.

Planning Your Blizzarding Event

Make Sure You Have What You Need:

- Have volunteers wear comfortable shoes.
- Provide water or ask them to bring it.
- Suggest that they bring a cell phone and a small shoulder bag or backpack to carry any extra materials.

You should blizzard in pairs or with a group of friends or local supporters that you can help recruit.

- **Find a location or public event:** Identify the best locations for flyering. Think about which areas of the community are going to be interested in finding out about the issues your team is promoting, where you would have the most support, and which areas where you have existing relationships and familiarity.
- **You should ask businesses** if you can post a flyer in their window, or leave some out on the counter. You can also hand them out at large events. Be sure to get permission before hanging a flyer.



- **Recruiting volunteers:** Even a small group can be successful using this action, but it's important that you document and amplify your efforts effectively. Here are a few volunteers roles you should consider having:
 - **Photo/ digital captain:** Someone to take excellent photos during your event and post to Facebook and Twitter afterward.
 - **Logistics captain:** Someone whose primary responsibility is making sure everyone knows where they are going, that they have the materials they need, and that communication is clear while volunteers are out flyer-ing.

Making an Impact

- **Be aware of the visual:** A flyer-ing event with just a handful of people can have an enormous impact informing communities about your issue or event and creating great social media content. Even just a few good photos can tell the story of your event, but be aware of the visual—make sure your message is clear but respectful, and that you're focusing on your interaction with the community.
- **Consider your audience:** Be sure that your materials, and the message they carry, are geared to your audience. Your team is in the best position to frame that message so that your impact will be that much more relevant and effective.