



Greenpeace Guide: Putting up posters

Posters are a great way to grow awareness for a campaign and also to make the campaign seem larger than life to decision makers. There's two real options for getting your posters out into the world.

1. Put it up yourself (or with friends):

Highly visible locations with a lot of foot traffic, particularly where people stop to read things, like at intersections and cafes is a great way to make sure that your poster will be seen and have high impact. In some areas there are designated poster poles or community notice boards. Check to see if there are any existing posters to promote events that have already happened that you can replace with your very own poster!

Depending on whether you're putting the poster up on a wall or flat surface or a pole, there are different ways to put the poster up. On a pole, you can wrap sticky tape all the way around the pole to make sure the poster doesn't fall off. You can also use electric tape, wheatpaste (water-based flour paste) or pins if you're putting the poster on a cork-board.

Different council areas have different rules about where posters can be displayed, and they are enforced to various extents. If you are concerned about avoiding fines, check your local by-laws to find out where posters can be put up, or call your local council to ask.

2. Approach a local business, pub or club to display the poster

One of the great ways to grow the campaign is to approach somewhere in your local community and speak to them about getting involved by displaying the poster. Is there a local shop, school or surf club that could get involved in the campaign? Perhaps they attract lots of people or are respected organisations in your community. Whatever you decide approaching them to put up a poster can be a great way to grow the campaign.

Here's a few tips on approaching somewhere in your local community:

- It's good to tell them a bit about yourself. Do you live nearby? Why you support the campaign and why you're interested in them getting involved.
- You can also tell them that oil drilling in the Bight isn't won yet and would affect your community directly
- If they need some time to consider their position that's okay. The best thing to do is offer



to follow up with them in a week's time. You could leave a copy of the poster or send them a copy via email – in the meantime.

- As always - it's important to remain polite and courteous!

Talking and listening to people in our community is one of the best ways to build the campaign. You don't need to know all the facts and make sure to listen to what people care about - most people share the values of our movement towards a more just, fair and sustainable future.

Here's some inspiration ;)

