

Postcarding & Petitioning

One of the most important ways to send a clear message to Gorton's is to show them that your community opposes illegal whaling. Postcarding and petitioning is an effective and easy way to demonstrate that opposition while educating the public and recruiting new people to get involved.

Postcarding is easy and fun! All you need is a smile, the postcards included in this kit, flyers, a few pens and a brief "rap". Remember, we aren't there to argue with folks or to convert anyone. There are plenty of people who agree with us - your job is to get out there and find them!

How to Get Postcards To Gorton's Signed

- Pick Your Place:** Find a local grocery store with a public sidewalk and high foot traffic. If your local grocery store doesn't work for some reason, any public sidewalk or outdoor area with lots of passersby will do.
- Interest People:** You can stop people by making eye contact, offering a smile, holding out your postcard, and saying "Sign a postcard to stop illegal whaling?"
- Close the Deal:** Then say a brief rap: "The Gorton's fish sticks in the frozen food section are now owned by a Japanese whaling company that plans to kill roughly 1000 whales this season. Some of those whales are endangered. Greenpeace is working to stop this." Many people will sign without even hearing this. You can quickly give them this information while they're signing to better educate them. You can also give them a fact sheet if they're interested in learning more.
- Train Petitioners:** If someone is new quickly rehearse the rap above with them, demonstrate how to postcard while they watch, and then have them try it out to be sure that they understand how to do it.
- Using a Table:** Tables are great for information and establishing a presence but are horrible if you sit behind them. People will rarely approach you. You'll get many more signatures if you are in front of the table and approach people. Don't have a table? Use an ironing board, it works great!
- Be a Star:** Often, you stop people who are walking together. If you're prepared with extra pens and stacks of postcards, everyone can sign at the same time instead of waiting around.
- Send Them In:** Make sure to keep all the signed postcards and send them in to Greenpeace. We'll deliver them all en masse to Gorton's. Mail your signed postcards and petitions by May 15 to:
Greenpeace, 702 H St., NW, Washington, DC 20001.