



YOUNG AMERICA FOR EDWARDS

Young America for Edwards Communications Guide

Effective communications are the core of a campaign, whether it is a one on one conversation with a voter, getting an article in your campus newspaper or posting signs all over campus.

Here are some basic points to help get the word out about the campaign:

Tips for Effective Communication

- ✓ **Opportunities: ABC: Always Be Communicating.** Look for every opportunity to get the word out. Let everyone know when you are having a service event, issue forum, or social event.
- ✓ **Regular.** Be in regular communication with your audience. Frequent communication sends the message that you have an active and engaged chapter of students working for John Edwards.
- ✓ **Clear Message.** Keep it simple. For each communication you should have one key message.
- ✓ **Broad Audience.** Speak to a broad audience and remember that the most important audiences are those who still want to learn more about John Edwards.
- ✓ **Use the campaign message.** This is your campaign as well, but we are more powerful when we speak with one voice. Reinforce and use the message from the campaign.
- ✓ **Action Oriented.** One Corps and the John Edwards campaign are all about taking action today. Make sure to ask people to join you in the John Edwards campaign.

*Frequent communication sends a message. **Don't forget** to send regular updates about the campaign.*

Communications Tools

- ✓ **Email.** The online tools of your chapter allow you to communicate easily and effectively from your chapter page. So make sure supporters and interested students sign up for One Corps. You can also keep and use larger emails lists that include people who aren't members of your One Corps chapters.
- ✓ **Blog Diaries.** Regular blog diaries on popular community websites are an effective tool to inform a broader audience about the campaign.

Use a broad range of communication tools, not just e-mail or Facebook, to make sure you're getting your message out.

Paid for by John Edwards for President. Contributions to John Edwards for President are not deductible for federal income tax purposes.

Contact the Young America for Edwards team at youngamerica@johnedwards.com



YOUNG AMERICA FOR EDWARDS

- ✓ **News Releases / Campus Press.** No one is going to get more press for the campaign on your campus than you and your chapter. Build relationships with reporters and editors and provide them with a steady flow of news about the campaign nationally and locally.
- ✓ **Signage.** Nothing communicates support for a campaign more than visibility. This includes signs in dorm windows, stickers on backpacks and water bottles, and posters about campaign events. You can get materials at the John Edwards store. (<http://officialedwardsstore.com/>).
- ✓ **Public Speaking.** The best messenger for the campaign is a well-practiced campaign pitch from a fellow student. Always look for opportunity to make presentations or short announcements in person to other groups and public gatherings.
- ✓ **Social Networking tools.** Use online networking tools such as Facebook and MySpace to bring together supporters and to spread news about the campaign and your local actions.

###

Paid for by John Edwards for President. Contributions to John Edwards for President are not deductible for federal income tax purposes.

Contact the Young America for Edwards team at youngamerica@johnedwards.com