

## **Tips and Best Practices for Public Card Collecting**

### **Preparation**

Dress nicely, neatly, tidily. Don't need to wear business casual.

Be prepared with sunblock, water bottle, clipboard, cards, and pens.

### **Location**

Pick a good location with lots of foot traffic: farmers markets, music concerts, outdoor festivals, parades, and outside sporting events are typically best. Other options to use when these are not possible: post offices, courthouses, downtown during business hours, parks, drivers' license facilities, bus and train stations, social security offices, and libraries.

You can stand outside on a public sidewalk and collect postcards anywhere. If a store owner asks you to move, it is usually a good idea to move, but you are legally allowed to stand there as long as you are not blocking an entrance. You can't stand inside an indoor shopping mall or entrance to grocery store. You need the property owner's permission.

With concerts, it is good to go early and grab people early while they are waiting for the event to begin.

You can ask a concert venue to set up a table in their venue space.

A farmer's market might ask you to have a booth if you are approaching people inside the market, but you can look for a place on the sidewalk in between the farmer's market and the parking lot. Show up before the market starts, make friends with the vendors, and ask them to fill out a pledge card.

Stay away from tourist spots. Tourists can be harder to get to sign. They are on a schedule as they try to get from place to place.

You may need to occasionally change locations. For example, at a small farmer's market, you might start seeing the same people each time.

### **Working the Sidewalk**

Call out from a distance, so that you have time to talk and they have time to respond.

As you call out, make eye contact, smile, and wave.

### **Working with Others**

If you collect cards with someone else, it can be a more enjoyable and productive experience. People want to help if they buy into the purpose of what you are doing. Make a plan to meet up with them at a certain place and time.

When collecting with someone else, the two of you can stand on the sidewalk looking past each other to catch people walking down the street, so that each of you is facing the opposite direction. In essence you are facing each other but looking beyond each other.