



Of course, citizen lobbyists can use several different forms to communicate with their members of Congress (MofC) including phone calls and emails. While these are usually the most efficient way to reach a MofC, letters and postcards privilege handcrafted, visual, and affective rhetorics and provide alternative modes for approaching public advocacy. While you can download or purchase political postcards easily on the web, in this mini-zine we provide just a few ideas and steps you can take to make your own.



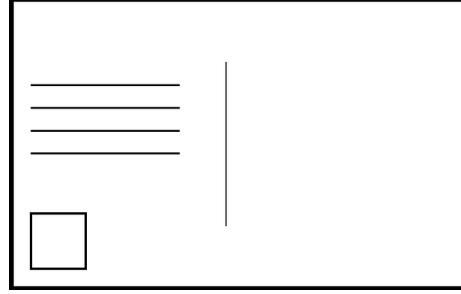
Organize!
Today is The Ides of Trump, a day when millions around the world will send postcards

to Donald Trump, telling him how they feel about his presidency. You are welcome to do this with us here today — and we've provided some tools to do so — but we are also thinking about how we can use handcrafted rhetorics as a long term strategy for advocacy.

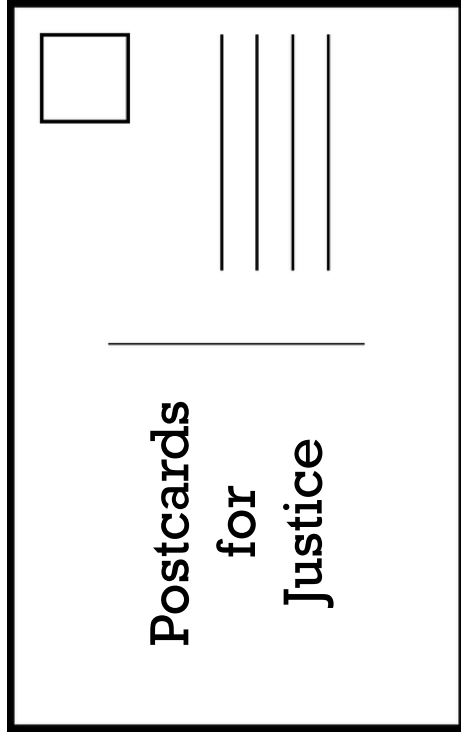
#TheIdesofTrump

DIY postcards. You can buy blank postcards online or at your local stationary store — or make your own by quartering a letter-size sheet of card stock paper. Buy paper whose

weight is between 90-110 since the USPS requires postcards to be between 0.007 and 0.016 inches thick. The closer you can get to 110/016 the better, since this will let you use ModPodge and other wet materials that would normally curl the paper. Any color will work, though white gives you the most flexibility.



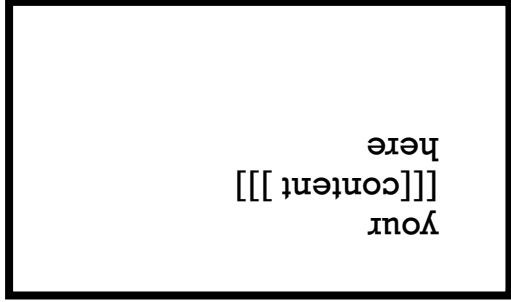
Identify your audience. Find the mailing address of your MofC, state politician, city counselor, school board member, think tank, etc. and write it on the right side; be sure to leave enough room for the stamp in the top right corner. Generally, you should send federal legislative concerns to DC offices, not local ones, but it's a good idea to call your MofC's to see how they work. The MofC's I spoke with said to provide a return address if you want a response.



Advocate! Here's the interesting part. Postcards usually have an image-text relationship and so you can approach your composition in several ways. On one hand, you can let your

comments dictate the content of your postcard. Simply write a message next to your addressee and make the cover art

comply. But you could also let the image dictate the content.



That is, you could collage your way to a message using newspaper, draw it out as a political cartoon or comic, use the Trump pink slip (like the Ides of card as a faux form) or even have your children or students draw something on the front. This is a chance to let your creativity do political work. Even if you're not an artist, you can splice in political quotes, poems, or web-generated comics to voice your concerns multimodally.

Now make a postcard and send it. Before you do, be sure to share it on your social media using:

#MW04
#4C17
#TheIdesofTrump

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