**Post Card Push Day Instructions 2019**

THANK YOU for showing interest in NAYGN’s Post Card Push Day Govt. Outreach Initiative!

This year we’re doing things a little differently: you have the option of choosing a post card or a flyer. The post card is intended to be printed and mailed to your legislator. The flyer is intended to be sent electronically whether that be via email, Facebook, or other social media.

**Complete the following steps prior to Nuclear Science Week (Oct 14-18)!**

1. **Decide if you prefer the post card or flyer format.**
	1. Keep in mind Post Cards must be printed on weighted paper and be no larger than 4”x6”. If using a company like FedEx to print your Post Cards, it will take ~24 hours to complete the job.
		1. You can also print your postcard yourself on paper [like this](https://protect-us.mimecast.com/s/YtGHCNkGooH0MgN0H4xra2?domain=nam02.safelinks.protection.outlook.com).
	2. If you prefer the flyer format, you can print it on standard printer paper and mail it using an envelope. Consider adding one of the designed stickers (included in the email) that can be printed on office [Avery labels](https://protect-us.mimecast.com/s/pRPtCM8XnnSq6n5qHweViO?domain=nam02.safelinks.protection.outlook.com).
		1. The stickers are already formatted to be used with the labels at the above link.
	3. If you’re pressed for time, using an electronic method is recommended. Rename electronic attachments to “Nuclear Energy-*Your Name*”.
2. **Personalize the post card or flyer.**

The Post Card and Flyer files you received in the email are TEMPLATES and are intended to be personalized.

* 1. Replace the image on the front with an image of you, you and your family, you and your plant – whatever story you want to tell!
	2. Add your personal story about why you’re passionate about nuclear energy. It can be why you joined the nuclear industry, why you believe in nuclear power, etc.
	3. Update with your name and home state.
	4. If you’re using the Post Card template, you have the option of adding a nuclear factoid. Nuclear Matters has great factoids unique to your state! See the Nuclear Matters [state fact sheet](https://protect-us.mimecast.com/s/yrdxCOYGppFp2BApFkCx9J?domain=nam02.safelinks.protection.outlook.com) (select your state on the right-hand side) or [nuclear energy 101 one pager](https://protect-us.mimecast.com/s/wniTCPNGqqHK5L4Ktj3e0I?domain=nam02.safelinks.protection.outlook.com).
		1. If you don’t want to add include a factoid, you can delete the “Did you know…” section.
1. **Send to your federal legislator.**
	1. Nuclear Matters made [this easy tool](https://protect-us.mimecast.com/s/WSstCQWXrrikNw6kirITxd?domain=nam02.safelinks.protection.outlook.com) for you to identify your legislator.
	2. Fill out your home address to see who your legislators are.
		1. To view the mailing address, click the image that looks like a person in a circle (next to the social handles).
		2. To reach out electronically, click on the image that looks like a link (next to the social handles). Once on your legislator’s website, look for the legislator’s email address or other social media page, likely on a “Contact” page.
2. **Get your post cards or flyers in the mail, send your emails, or post on other social media accounts on October 15th!!!**

This is the Tuesday of Nuclear Science Week.

1. **Send us pictures!**

Whether it’s a picture of your site working on your postcards, or a snap of your final masterpiece, send a picture to info@nuclearmatters.com. ***You’ll be entered to win an item of their highly-coveted swag.***