

## **REAL CUT CAMPAIGN IDEAS: PROMOTIONAL AND EDUCATIONAL**

- Billboards
- Sign waving
- Send out press releases to local media
- Hold events and invite local media – free food always helps!
- Participate in local events like parades and fairs
- Volunteer while wearing relevant t-shirts or buttons
- Flyer public areas like lampposts, community boards, & cafés
- Dropping flyers on doorsteps
- Letters to editors
- Op-eds
- Call-in to radio shows
- Ads in local print publications
- Mailing postcards to friends/family
- Yard signs in front lawns or public areas
- Visit friends/family in person
- Phone friends/family – phone tree
- Email friends/family
- Facebook/Google+ graphic and status updates
- Twitter hashtag use - #RealCuts (or similar)
- Blog
- Post on community websites

### **Possible text for billboards, ads, online status updates, tweets, and signs, etc.**

- Stop the gimmicks, stop the lies. Make real cuts and prioritize. Call your member of Congress today.
- Tell Congress and the White House: Real Cuts for a Real Recovery.
- Tell Congress and the White House: Real Cuts for a Real Recovery – otherwise we're in Real Trouble.
- Tell Congress and the White House: Real Cuts for Real Success
- Stop the gimmicks. We the People want Real Cuts!
- Real people have to make real cuts. Why can't Congress?
- $5 - 2 = 3$ . That's a real cut.  $5 + 4 - 2 = 7$ . That's a fake cut. If members of Congress say that they are cutting spending, it's up to you to ensure it's a real cut.
- Tell Congress and the White House to stop faking it. It's time for real cuts.
- 800 years of human history show us that when a country overspends, it collapses. Tell Congress and the White House to pay attention to history. Tell them to make real cuts.