



## Design of a standard leaflet for the launch event/ward assemblies

General principles:

1. **People have limited attention span** - they need to know clearly what is happening and what they are being asked to do
2. **This basic information is the key thing** - don't make the graphic design - all the other stuff is overwhelming or distracting.
3. **The leaflet should be plain and not look 'activisty' or left wing.** We are looking to attract ordinary people - a diversity of people - not just people like us.

### Suggested basic design

First sentence should be something rhetorical - imposing - to attract attention.

Construct it as a question:

*"Do you want your voice heard? Come and have your say."*

Then say what is happening:

*"Let's choose a community candidate to stand in the general election. Someone who is not them. An independent candidate."*

Then provide 'social proof' i.e. show that other people are doing the same. Note, this includes something concrete, mention that it is happening in neighbouring place if this is the case:

*"This is happening in 100s of other places."*

*"All around the country 100s of communities are putting up their own candidates. Let's do the same in xxxxxx"*

*"People are doing it in xxxxx and xxxxx. Lets do it here in xxxxx."*

And then at the end in smaller print out information about Assemble:

*"This meetup is organised by Assemble, a national network helping people to set up their independent candidate campaigns - learn more here (QR code and website link).*