



WHAT A LEAFLET CAN DO

Over the years, shop floor newsletters and leaflets have been great organizing tools. These days many organizers use email lists and Facebook groups for a similar purpose.

But remember, whether you're using paper or pixels—it's a tool for organizing, not a substitute. Just leaving a stack of flyers on the break room table, or posting a link on Facebook, won't get you far. Even the best article, meme, status update, or newsletter is useful mainly as a prompt to help you start real-life conversations with your co-workers.

Here are a few things you can use a leaflet to do:

- **Create an opportunity for conversations.** “Hey, have you seen this? What do you think?”
- **Direct attention to your issue.** Especially when one co-worker sees another reading your leaflet, it can get people talking.
- **Create a distribution network.** The idea is for information to flow in all directions along this network, not just top-down from Leaflet Central.

