

Postcard



TYPE OF TOOL: **PUBLISHING**



Goals

- ▶ Promotion (an Organization, Program, Location, etc.)
- ▶ Inform
- ▶ Sensitization
- ▶ Call for Action
- ▶ Fundraising



Targets

- ▶ General Public
- ▶ Tourists



Steps for Creating

DESIGN

Identify the objectives, targets, main messages, content and format size (opt for classical and standardized formats). Use a graphic artist for the design and layout. Keep the text to a minimum, brief and concise, just the main information.

PRODUCTION

Proof the PDF draft of the postcard prior to giving the Approval for Printing (AP). Also check the colors (Cromalin, Iris, colorimetric proofs) before the final version is printed. Try to make as exact an estimation of the number to be printed in the first run because reprinting is costly. If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-forest managed paper, etc.)

Key points:

Include contact information for the organization (Email, Website, Facebook, Twitter, etc.) Try not to include time-bound or dated information, that way the card will have a more extended lifetime.



Content

A "Communication Postcard" is not intended to be used in the same way as a traditional 'tourist' type postcard, however, to make it more useful, leave enough space for writing text and for fixing postage. The main message should be on the front of the card and additional information on back, including organization contact information and any information that helps boost the organization's credibility and reputation such as public services recognition, awards, etc.

MESSAGES

Put forth Questions; Raise Awareness; Highlight a Cause; Provide information about an organization, program, location, etc.

IMAGES

The images must be attractive and of good quality (sharpness, framing, presentation, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Obtain prior approval before taking photos of persons, places, even objects, as required. Give proper credit as warranted.



Distribution

This type of communication tool is a simple and affordable way to disseminate information and messages for any occasion. Postcards can be distributed for free or sold, depending on the objective.



Indicators

- ▶ Number of postcards printed
- ▶ Number of postcards reprinted
- ▶ Number of postcards distributed



Examples

• IBAP postcards

See Example Worksheet and the document.

EXAMPLE Postcard

IBAP POSTCARD

Context

IBAP is a public institution created by law by the government of the Republic of Guinea Bissau and is under the direction of the Secretary of the Ministry of Natural Resources and the Environment. IBAP's mission is to oversee management of protected areas and strategic natural resources through the valorization of scientific and traditional knowledge and also the promotion of participation and synergy at the local, national, and international level.

Type of Tool

Publishing

Language

French

Technical Characteristics

15 x 10 cm sized postcard, printed on mat coated cardboard paper in 4-color. The Institute of Biodiversity and Protected Areas (IBAP) in Guinea Bissau has produced similar post cards about other protected areas, and in different sizes.

Targets

General Public, Tourists

Geographic Scope

International

Key Messages

- Importance of mangroves and why they must be protected.
- The history of the creation of IBAP and the BioGuinea Foundation for the purpose of ensuring this protection.

Usability



Use over time



The postcard has no date indication; the information is of a general nature. The postcard can be used for long time.

Replicability*



Goals

- Inform, sensitization about protection of mangroves in Guinea Bissau, in particular the Cacheu River Mangroves National Park.
- To share information about the existence of IBAP, its objectives, goals, activities, etc.



- Content is clear, complete, concise
- Simple composition that leaves enough space for writing on the postcard



* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)